

MARCH, 1952

he American Perfumer

nd ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS



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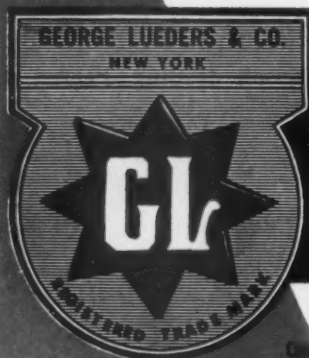
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the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

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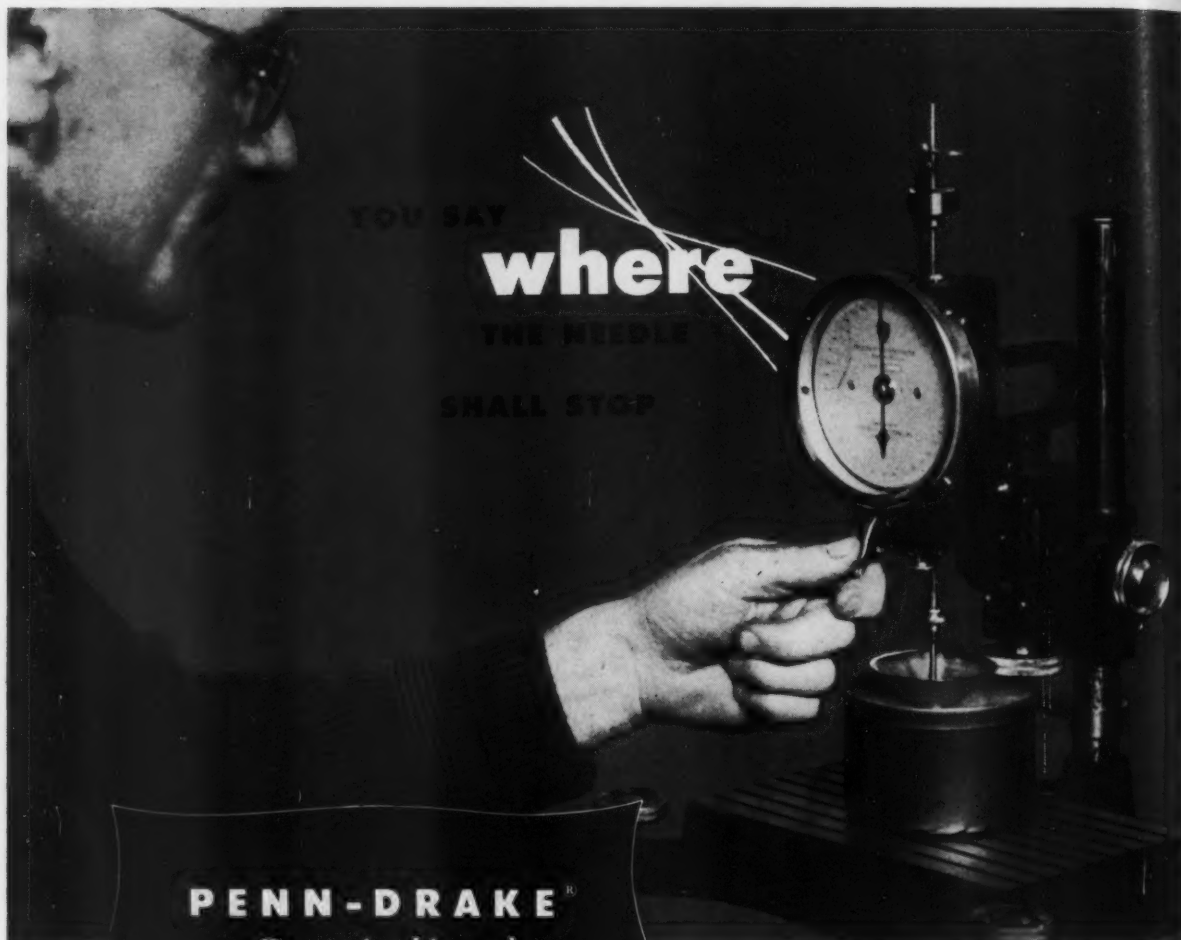
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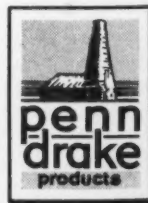
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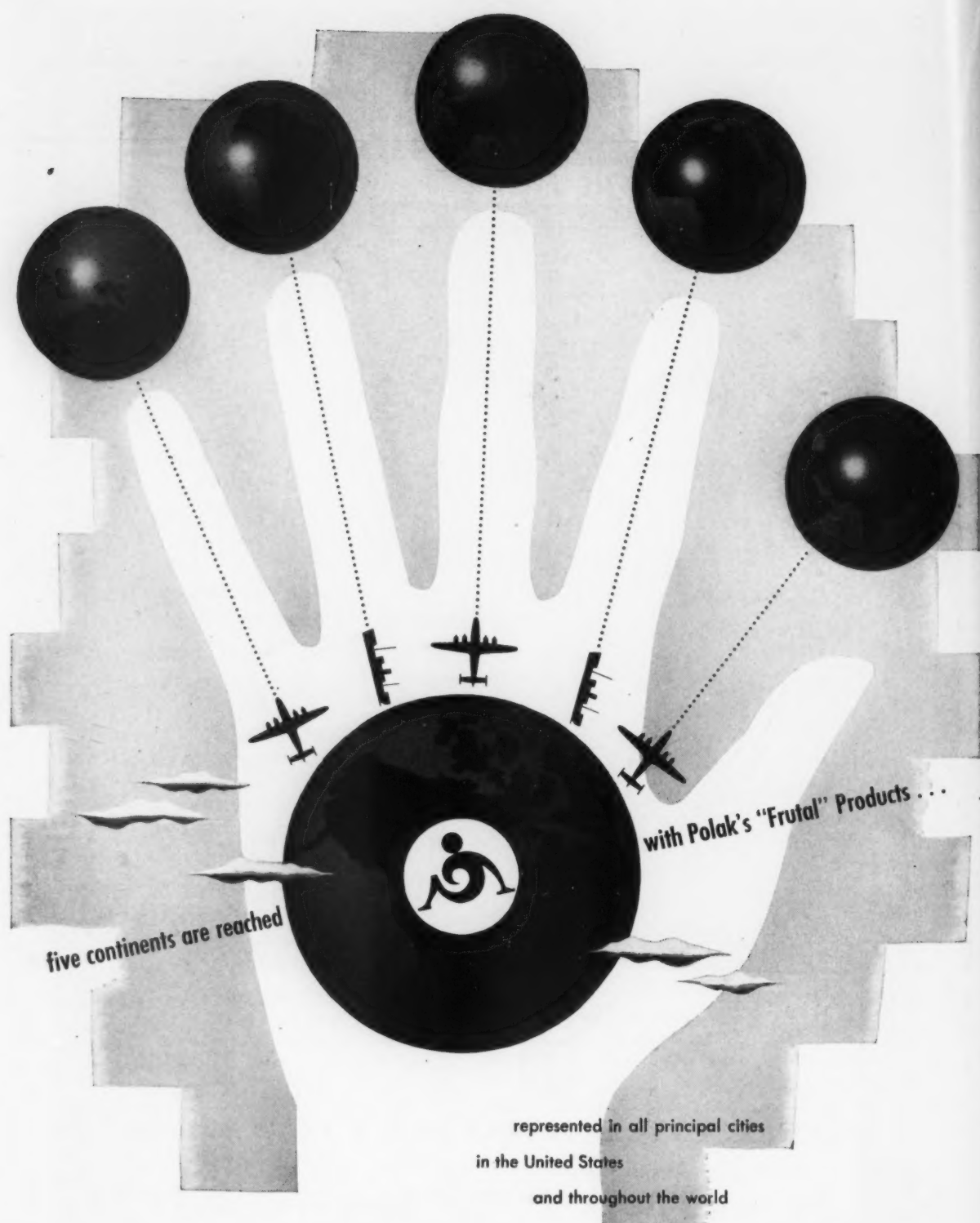
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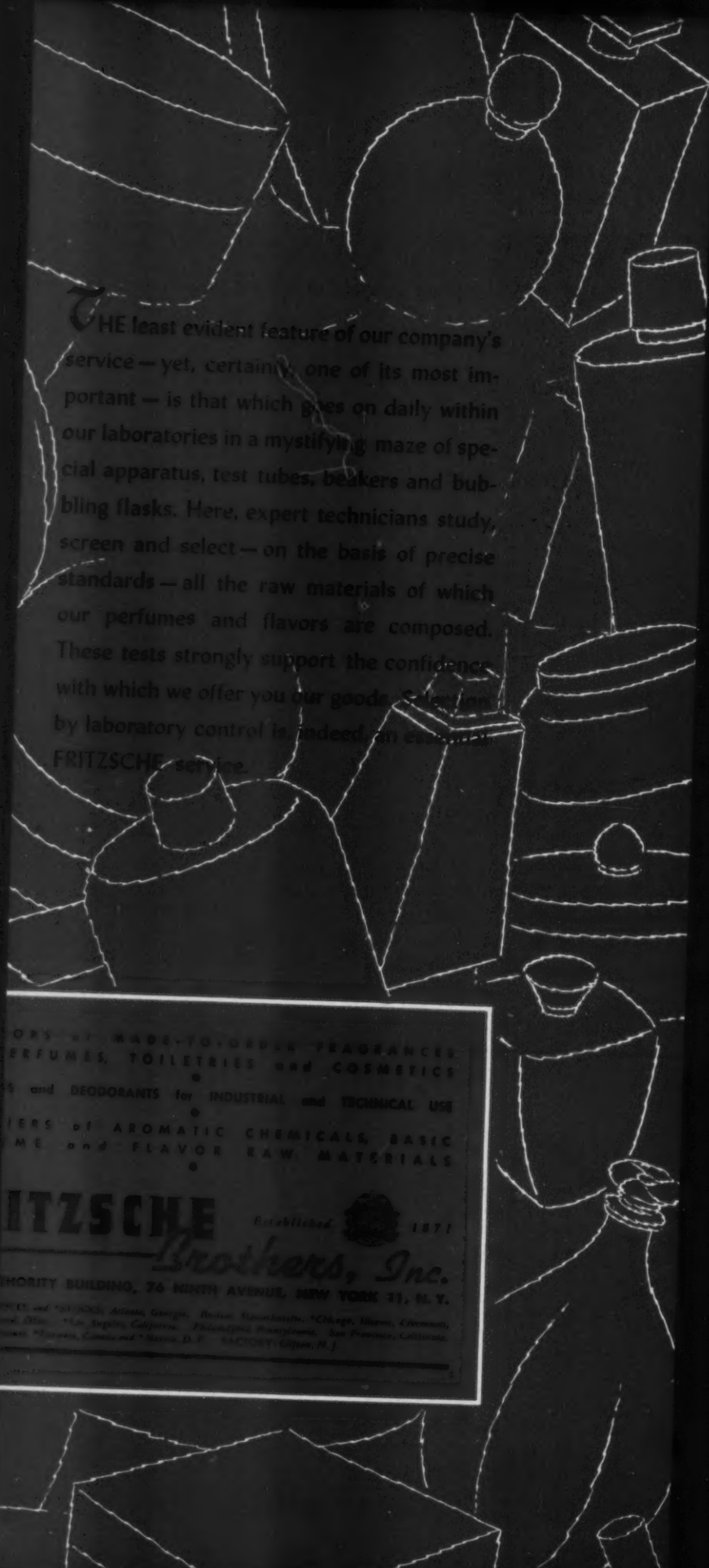
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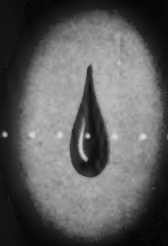
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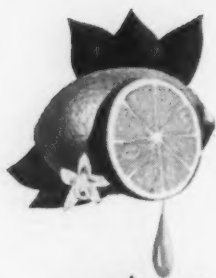
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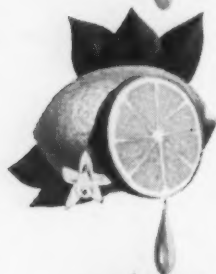
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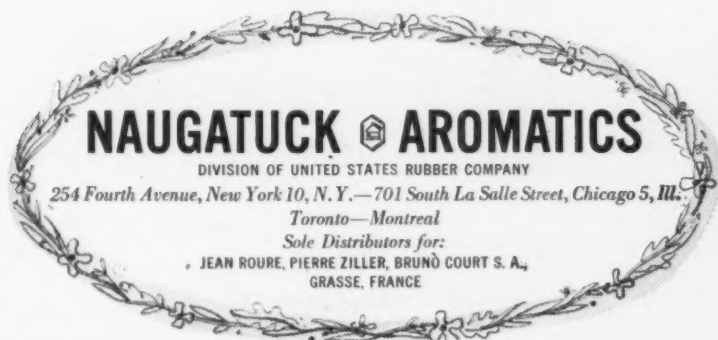
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Sifor bases its methodology on a critical examination of previous odor testing and of systems of odor

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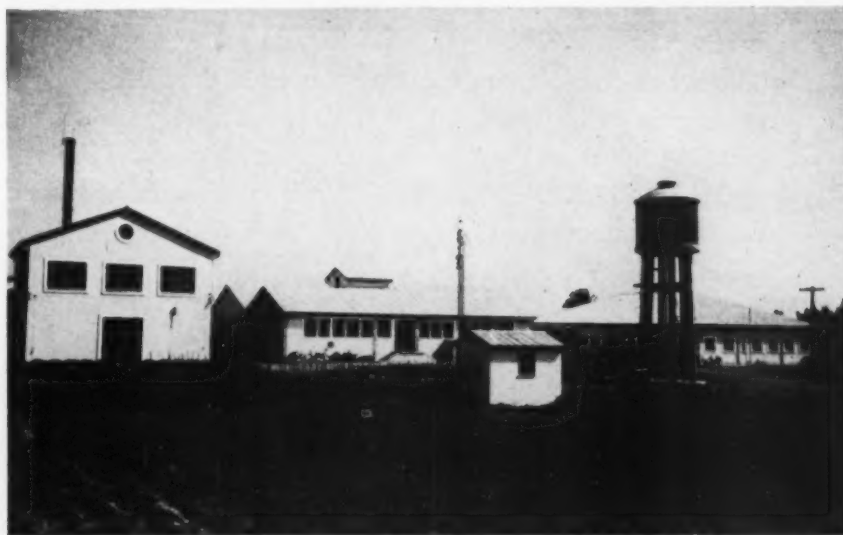
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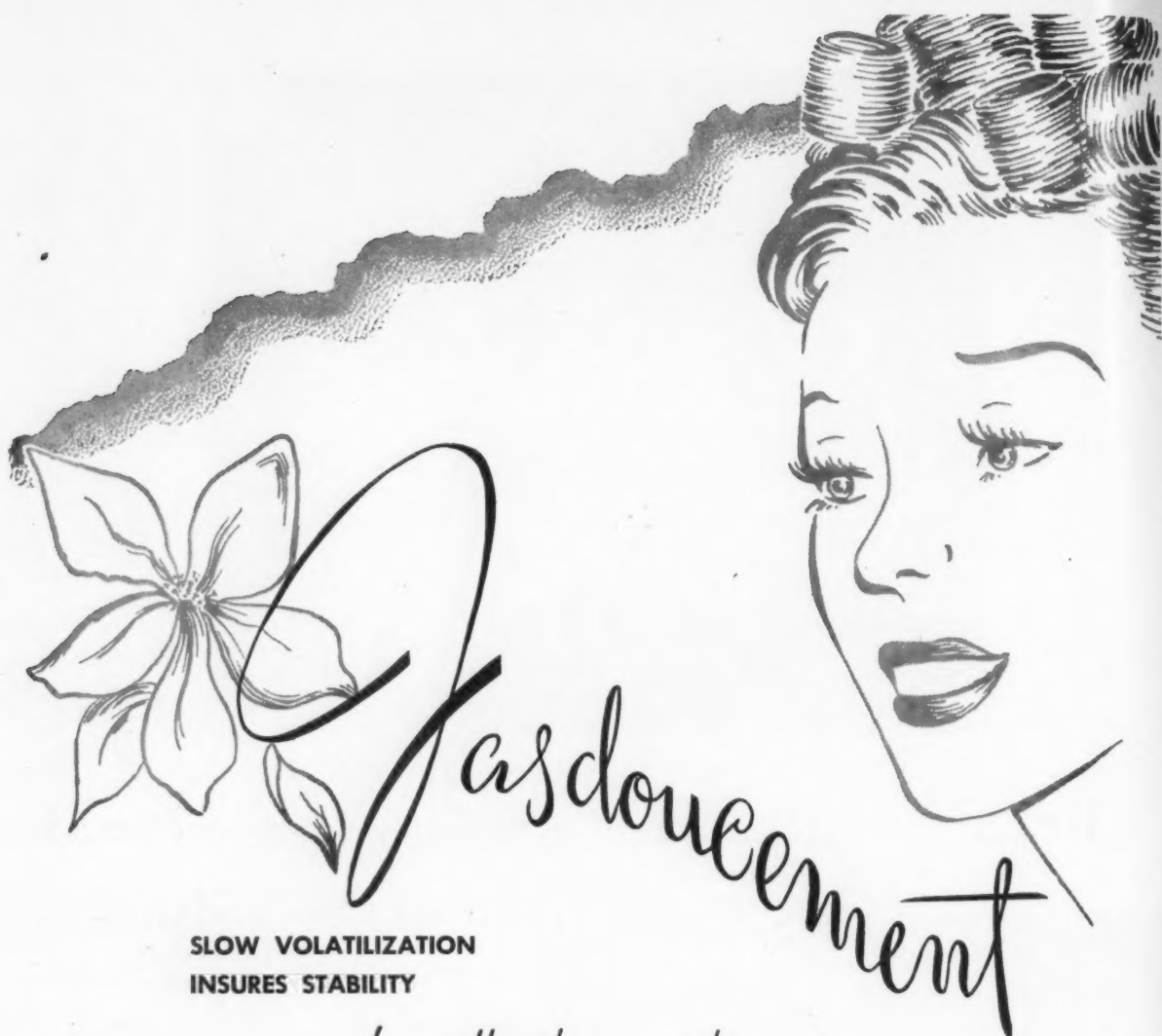
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M. G. deNavarre at work in his laboratory

Living Is Risky

Testifying before the Delaney Committee Dr. W. C. Hueper, a cancer expert, made the statement that "living is risky—you can't make it 100% safe."

That will probably be the understatement of the year as well as one of the most erudite observations made before the Delaney Committee.

It is true that we should make living as free from danger as possible, but it is impossible to remove all the risks, whether applied to foods, drugs, cosmetics, airplanes, bath tubs or automobiles. Somewhere we must draw a line as to what is safe, *based on our mode of living.*

Dr. Hueper mentioned that in Germany, the oil soluble *certified* yellow colors, yellow OB & AB, had to be modified by sulfonation to prevent the chance liberation by hydrolysis of Beta-Naphthylamine. In this country one can use the colors as is. Also, that light green SF, certified food dye F. D. & C. #2 produces cancer on injection into animals, *but not on feeding.* The expert stated that at least in England and Switzerland, dyes based on Beta-Naphthylamine are no longer made because of their cancerogenic potential. Other materials that Dr. Hueper found to be cancerogenic are arsenic compounds, certain carbon blacks, chlorinated hydrocarbons, kerosene, unrefined paraffin, and solubilized hydrocarbons. Early in his testimony, Dr. Hueper stressed that cancerogenic substances are *species specific*, which means that they may produce cancer in one kind of animal but not necessarily in others. By his own testimony the expert further qualified this to the extent that *mode of*

introduction into the animal body affected the results.

The cancer expert feels that surface active agents as a whole when taken internally produced results that should be studied further before any definite statements are made.

Suntan

At least another laboratory is now performing spectrophotometric transmission tests on suntan products; this particular laboratory uses the Beckman instrument.

While speaking of suntan, it is interesting to note that Traub recently pointed out that brown eyed persons are far less susceptible to sun burn and to skin cancer resulting from too much irradiation by the sun than are blue eyed persons. The speaker pointed out that among skin cancers traceable to solar radiation 13% were present among dark-eyed people, while 87% are present in the light-eyed people. Accordingly, all blue-eyed persons beware!

Cold Wave Emulsifier

Cold permanent waving solutions can be rendered opaque by means of a new emulsifier that can be further blended with lanolin before it is emulsified.

The material can be used in other emulsions as well as in cold wave solutions so that its applications are well worth investigating.

Shampoo Eye Tests

One of the better known laboratories located in the middle Atlantic states performs the Draize eye irritation tests on rabbits using your shampoo for a fraction of the price

quoted by some laboratories, provided the test is placed through a particular supplier of surface active agents . . . no strings attached.

Heretofore such a test cost several hundred dollars, but it can now be performed for a lot less. Incidentally, more and more surfactants have been tested by the Draize technique to determine their suitability for shampoo. Such a test usually uses a 10% potash coconut soap solution as a control.

In this connection Dr. Draize, author of the test, is to present a comprehensive paper at the Scientific Section meeting of the Toilet Goods Association next May.

All who are interested in shampoo should be prepared to hear him and to ask questions.

International Pharmacopoeia

The organization that gave birth to this first edition of the International Pharmacopoeia is to be congratulated. It is hoped that their current work is the forerunner of a greatly expanded version to come in the near future.

The current edition deals essentially with a limited number of drug products, but of course it can be readily expanded in any direction.

One cannot criticize their present work for it, like the first edition of the U. S. Pharmacopoeia, is on the threshold of a great future.

Congratulations, Steve Mayhem!

On January 23rd of this year, Steve Mayhem presented an address before the section on the Food, Drug and Cosmetic law, of the New York State Bar Association.

It was a pip!

Outstanding Perfumer

●

Increased business again requires that we augment the staff of our perfume laboratories, and has created an opportunity for a perfumer of exceptional ability. The person we are looking for must be an artist, with creative ability, and furthermore, be able to evaluate new aromatic chemicals for their use in perfumery.

●

To such a man we offer a life-long connection with ample remuneration. We would appreciate receiving full details by mail, including age, previous experience, and samples in duplicate of creations entirely your own. After study, personal interviews may be arranged.

●

VAN AMERINGEN-HAEBLER, INC.

521 WEST 57TH STREET

NEW YORK 19, NEW YORK

It is hoped that he was speaking for the T.G.A.

Steve had a long spike to drive into the timber—hard timber—and he drove it straight and true.

The only place where one might take exception would be in his comments regarding the Delaney Committee and the submission of products to the A.M.A. for approval.

One member of the "committee

of cosmetics" testifying before the Delaney Committee gave the impression that the A.M.A. freely tested cosmetics (when in fact we all know that it doesn't), and the committee may have accepted the statement at its implied value.

Yes, Steve, you did a masterful job in your address "Chemicals in Cosmetics"; though you and I have not seen eye to eye at all times, we do on this subject 99-44/100% sure.

change in the future, but meanwhile, we must decline in your best interests and our own. There are other hormones reputed to be used but up to now their identity has not been divulged.

933: Emulsifying of Glycerine

Q. Can glycerine or propylene glycol be emulsified?

O. P., Ohio

A. Glycerine or propylene glycol can be emulsified only in a mixture with water, in a water-in-oil emulsion. Otherwise, they will dissolve in the aqueous phase of an oil-in-water emulsion.

934: Reclaiming Rancid Lanolin

Q. We have on hand about 600 lb. of U.S.P. anhydrous lanolin which has developed a rancid odor. Can you suggest a procedure by which this might be reclaimed so as to be usable in cosmetics? We have steam kettles for heating the lanolin, pH meter and other testing equipment for controls.

D.R., California

A. We think that all you can do is to return your rancid lanolin to the supplier who will give you some credit toward some fresh material. There is no way that a small manufacturer can handle this satisfactorily. Should you still insist on using it you might obtain a deodorizing carbon which can be added directly to your hot liquefied fat and then filtered to remove the colloidal particles of carbon. However, we assure you that that is a nasty mess.

935: Using Cationic Agents

Q. May we have the names and sources of the cationic agents used in cream rinses, similar to Hudson's, Toni, etc?

B. B. H., New York

A. To our knowledge, only one cationic compound is in general use for this purpose. With heat mix about 1 per cent of either lauryl, myristyl or cetyl alcohol or soap free propylene glycol laurate with about 12½ per cent of the cationic compound, bringing the temperature of the mixture, together with about ½ of the water, to about 60° C. When completely emulsified dilute with water at about 5° C. and mix by hand. The biggest problem in connection with this product is the technique which resists a word description. You will have to try several ways to get it right. Suppliers name of the cationic compound goes to you by letter.

Questions and Answers

928: Cosmetic Melting Point

Q. We are wondering if you could help us to locate an apparatus which determines the melting points of various cosmetics such as creams, lipsticks, etc. If you know such a piece of equipment, would you be kind enough to drop us a note here.

E.M., New York

A. As you know there is no true melting point in a finished cosmetic since the mixture of ingredients melt over a wide range. As a result a number of techniques are used in the industry. Thus the "ball and ring method" is superior for stick cosmetics and fairly stiff creams. Another method is the Ubbelohde method. Pickthall describes a method for resins using mercury in a test tube in J. Soc. Cosmetic Chem. 2, 157, 1952.

929: Liquid Dry Shampoo

Q. We would appreciate a suggested formula for a liquid dry shampoo for hospital use.

T.E.R., Rhode Island

A. Isopropyl alcohol has been used as a dry liquid shampoo. It goes through our mind, however, that this material is patented for this purpose. Perhaps the Standard Oil Company of New Jersey at Bayonne, N. J., can clarify this point for you.

930: Shampoo Formulation

Q. I am now using successfully a shampoo composed of Procter and Gamble's orvus paste mixed with epsom salt. Its cleaning action is excellent. I would like to bottle it for sale but it seems to be a little raw for this purpose. Perhaps this could be improved by adding lanolin, hormones or razin so that the

hair would not feel so soft or dry and would comb out without tangling.

R. S. Y., Penn.

A. The orvus paste already contains considerable sodium sulfate. Your addition of epsom salt will make the product react harshly on the hair. Lanolin, or cetyl alcohol may be used to overcome this effect in amounts not exceeding 2%.

931: Phenylmercuric Salts

Q. Will you please inform us whether the use of phenylmercuric salts as preservatives is still permitted in cosmetics and, if so, whether their presence must be stated on the label? We are particularly interested in the possible use of one of these salts as a preservative for a cream shampoo containing 3% fresh egg.

L. O. F., Missouri

A. To the best of our knowledge, phenylmercuric salts may be used as preservatives without disclosure on the label if used in low strength, say 1:50,000 or 1:100,000. However, proteins and sulfur compounds inactivate mercurials.

932: Hormone Scalp Treatments

Q. We are very much interested in making a cream with the appropriate hormone for the conservation and the growing of hair. We would appreciate it very much if you would give us the latest information on such scalp treatments.

N. I. G., Mexico

A. We are reluctant to give you a formula for a scalp preparation containing estrogen because we do not feel at this time that there is sufficient proof to substantiate the usefulness of the treatment. It is entirely possible that our stand will

When looking for a new Fragrance

either for perfume

cologne, cream or powder



But if you are really looking for THE PARISIAN TOUCH

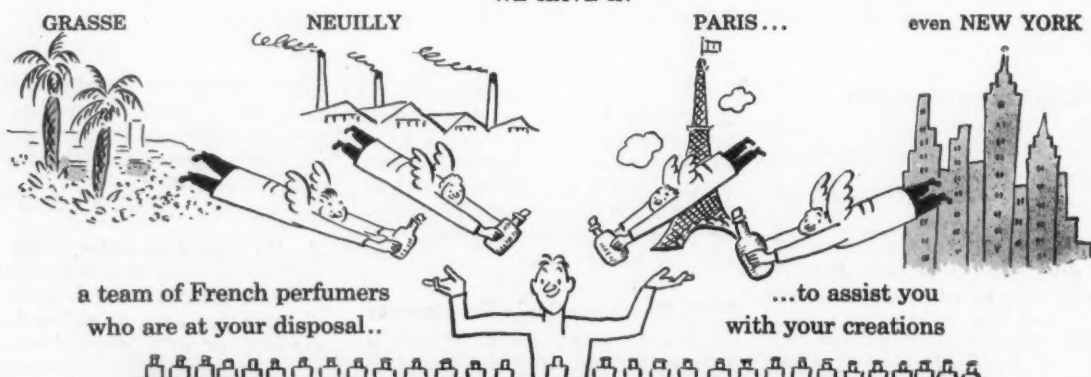


Keep in mind that for over

a century we have developed

in France the basic materials which you will have to use in your formula...

WE HAVE IN



ROURE-DUPONT, INC.

366 MADISON AVENUE, NEW YORK 17, NEW YORK

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Sole agents in United States and Canada for

ROURE-BERTRAND FILS et JUSTIN DUPONT

Grasse (A.M.) France

Argenteuil (S.&O.) France



Copyrighting Cosmetic Labels

Limitations of trade-mark registration. . . . Added protection given by copyrighting. . . . Originality in perfume and cosmetic labels entitles them to protection under copyright act.

ALBERT WOODRUFF GRAY, A. B., L. L. B.

A DECISION of the United States District Court in Minnesota a few years ago, holds a suggestion worthy of the consideration of perfume and cosmetic producers in their adoption of labels for their products.

Trade-Mark Protection Limited

A trade-mark is protected by registration in the Patent Office against use by competitors but that protection extends only to the name itself and is limited to the territory in which the product it represents is merchandised. This prohibition however against the piracy of a trademark by a competitor does not protect an attractive label, one with an artistic appeal, from use by others, in relation to a non-competitive product or in conjunction with a different trade name.

The copyright law provides for the protection of, "Prints and pictorial illustrations including prints or labels used for articles of merchandise."

Another provision is that no prints or labels designed for use for an article of manufacture shall be entered under the copyright law.

An Illinois brewing company, in this case, used for

its label the picture of the head of a stag with words descriptive of the product. In Minnesota another brewing company adopted a label quite similar to that used by the Illinois brewery with the picture of a deer or elk, instead of a stag.

In this recent decision of the suit brought by the owner of the copyrighted "Stag" label the Federal Court followed the principles that have been copyright law for many years, that the label must have some artistic value to be copyrighted, irrespective of whether or not it is used for advertising.

The court here quoted from a long ago opinion of Justice Holmes of the United States Supreme Court, that, "The picture is none the less a picture and none the less a subject for copyright that it is used for an advertisement."

This the Federal Court supplemented with the comment that under this rule pictures of vegetables have been protected by copyright although intended for advertising and the printed portion or text of the label is equally entitled to protection when it relates to the illustration.

"Tested by these standards," concluded the court in

this decision, "the picture of the animal's head on the (Illinois brewer's) label is copyrightable and entitled to protection. But the textual part of the label is eligible for copyright registration as a matter of right only when it aids or augments the pictorial illustration."

Here a reference was made by the court to a similar case before a Federal Court in Missouri a few years before. There a liquor distributor had adopted a label made up by an engraver from stock labels used in the trade. The label had been copyrighted and later in a suit by the owner of the copyright against an infringer, this copyright was held invalid on the authority of a decision of the Supreme Court of the United States in which that court said:

An Essential for Copyrighting Labels

"It cannot be held by any reasonable argument that the protection of mere labels is within the purpose of the copyright law. To be entitled to a copyright the article must have by itself some value as a composition, at least to the extent of serving some purpose other than as the mere advertisement or designation of the subject to which it is attached."

If a label possesses this characteristic both in its pictorial features as well as in the text, it may readily be accorded full protection under the copyright law.

Such an instance occurred several years ago in Buffalo, New York when a lithographing company sued for the infringement of twenty-six labels of various vegetables. The contention of the infringer was that the picture of a mere vegetable was no work of art.

The court held otherwise, maintaining that, "It makes no difference that the pictures in suit are intended for advertising articles for commerce or that they possess little artistic merit. It is enough that the pictures in their detail design and combination of lines and colors originated with (the copyright owner) and are in fact pictorial illustrations or works connected with the fine arts. The Supreme Court makes a clear distinction between labels placed on articles manufactured or sold merely to describe or designate such articles and labels serving some other purpose than simply to advertise the subject to which they are attached."

The courts today recognize the right of a manufacturer to the protection of his labels, both of the picture and of the text, provided only that they possess the characteristics of an artistic production and that the textual matter they carry relates to the artistic features of the label.

In an instance of this character a series of labels for a fruit drink contained original recipes for various drinks with a fanciful emblem in colors of the initial letters of the proprietary firm.

In an action for the infringement of this label the defense was that such labels were not subject to copyright but were entitled only to the protection of trademark registration.

This contention said the court, would bar from copyright all labels designed to be used for articles of manufacture no matter how great the artistic or literary value they possessed and no matter how well they might serve to promote some useful art.

While labels have been held not to be copyrightable, continued the court, the ground for such a decision has been that the label was a mere advertisement, possessed

of no artistic merit and having no value as a composition.

The fact that these labels might be used or were intended for advertising purposes is not a bar to copyright. A work of art or an original intellectual composition may be used for advertising purposes and even though it is expressly designed for such purpose that does not prevent it from being copyrighted.

In a famous case decided by the United States Supreme Court on the opinion of Justice Holmes a Buffalo lithographer had designed a series of advertising posters for a circus, one was a print of a number of ballet dancers in the conventional dress of short skirts, tights and bare shoulders, another the representation of fancy bicycle riding, others the landing of Columbus and various historical and classical incidents.

These posters had been copyrighted. Later the lithographing company sued a competitor for an infringement of the copyright. When this case came before the Supreme Court it was held that these pictures were within the protection of the Copyright Act, even as cosmetic and perfume labels with the characteristics designated by the court, would be entitled to such protection. In that decision Justice Holmes said,

"The Copyright Act, however construed, does not mean that ordinary posters are not good enough to be considered within its scope. It would be a dangerous undertaking for persons trained only to the law, to constitute themselves final judges of the worth of pictorial illustrations outside the narrowest and most obvious limits.

"It may be more than doubted whether the etchings of Goya or the paintings of Manet would have been sure of protection when seen for the first time. A picture is none the less a picture and none the less a subject of copyright that it is used for an advertisement. And if pictures may be used to advertise soap, the theater or monthly magazines, as they are, they may be used to advertise a circus.

"A rule cannot be laid down that would excommunicate the paintings of Degas. Certainly works are not the less connected with the fine arts because their pictorial quality attracts the crowd and therefore gives them a real use — if this means to increase trade and to help make money."

The beer label of the stag, the fruit drink label, the circus advertising poster, each contained the one essential for copyright — originality. Possessing that characteristic, perfume and cosmetic labels are equally within the provisions of the law entitling them to protection under the Copyright Act.

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Bobrecker v. Denebeim, 28 F.S. 383
Stecher Lithographic Co. v. Dunston Lithographic Co., 293 Fed. 601
Fargo Mercantile Co. v. Brechet & Richter, 295 Fed. 823
Courier Lithographing Co. v. Donaldson Lithographing Co., 104 Fed. 993
Bleistein v. Donaldson Lithographing Co., 188 U.S. 239
17 U.S.C.A., sec. 563

"I no longer worry about being a brilliant conversationalist. I simply try to be a good listener. I notice that people who do that are usually welcome wherever they go."—Frank Bettger

Appraisal of Toxicity of Sunscreen Preparations*

J. H. DRAIZE, Ph. D.†



IN ADDITION to the rays of the visible spectrum, sunlight contains rays of shorter wave length, those of the ultraviolet range. Coblentz and his associates¹ confirmed earlier work of Hausser and Vahle, and of Luckiesh, Holladay, and Taylor, establishing the fact that a maximal burn or erythemogenic effect in the skin was obtained per unit of energy absorbed at a wave length of 2,970 Å. Another erythemogenic effect is obtained with rays of wave length 2,400 to 2,500 Å. Rays with wave lengths ranging from 3,200 to 3,650 Å. will

"tan" (cause pigmentation) but not produce a burn. Sunscreen agents are products which upon topical application absorb or otherwise prevent actinic, erythemogenic rays of the sun from reaching the sensitive skin. Ideally, a sunscreen should permit the rays of the longer ultraviolet range responsible for "tanning" (pigmentation) to reach the skin.

Many chemical compounds have been found capable of absorbing the solar rays responsible for production of sunburn. Potential sunscreen agents represent chemical compounds differing widely in physical and chemical characteristics, and it is difficult to classify them into chemical families. Among the larger chemical groups are various derivatives of benzoic acid (esters of para-amino, ortho-amino, ortho-hydroxy benzoic acid), pyrones, naphthosulfonic acids, naphthoic acids, and miscellaneous groups containing higher alcohols, quinine and derivatives, hydroquinone (orthodihydroxybenzene), sulfonamide compounds, tannins, and others.² The ideal sunscreen must not only possess the necessary ability to screen the undesirable, burning solar rays but also be relatively innocuous, per se, under all conditions of use.

Pharmacologic Aspects

A sunscreen preparation should undergo sufficient pharmacologic and toxicologic investigation to establish its safety under the most extreme conditions of use. This requires the procuring of data on (a) systemic toxicity following application to intact or damaged skin, (b) primary irritation, and (c) sensitization. Technics employed in this laboratory for the determination of toxicity of materials intended for topical application have been described elsewhere.³ Sunscreens are subjected to additional tests involving applications of sunscreen to skin previously damaged by sun or wind burn. A 21-day subacute dermal-toxicity experiment involves exposure to ultraviolet radiation immediately before the first application of sunscreen and twice weekly thereafter during the remainder of the 21-day experiment. The source of ultraviolet radiation used was a General Electric Uviarc portable A. C. ultraviolet outfit with an arc length of 6 in. (15 cm.) and giving 54 watts per arc inch. The initial (or preexperimental) radiation dose was made to the clipped intact skin of albino rabbits maintained at a distance of 12 in. (30.5 cm.) from the lamp for a period of 20 minutes. This radiation dose produced a marked erythema. The subsequent radiation doses

* Reprinted from Archives of Dermatology & Syphilology, 64, 5, 585, Nov. 1951.

† Washington, D. C.

From Division of Pharmacology, Food and Drug Administration, Federal Security Agency.

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were made under the same conditions, excepting that exposure time was reduced to 10 minutes.

Three sunscreen preparations representing compounds of different physical and chemical natures, namely, hydroquinone, tannic acid, and β -methyl umbelliferone, were examined for dermal toxicity. The solutions of these agents in the various solvents were (a) a 2% solution of hydroquinone in dimethyl phthalate, (b) a 5% solution of tannic acid in water, and (c) a 1% β -methyl umbelliferone preparation with the following composition:

	(By Weight) Per Cent
β -methyl umbelliferone	1.0
Propylene glycol	20.0
Ethyl alcohol	49.0
Water	30.0

These solutions were applied on albino rabbits for the following dermal toxicity tests: acute (single application), 21-day subacute, 21-day subacute with ultraviolet irradiation, and 90-day subacute. Sensitization studies were conducted on the albino guinea pig.

Our acute dermal toxicity experiments were conducted at three dosage levels of each solution, namely, 3.9, 6.0, and 9.4 ml. per kilogram of body weight. With the exception of a coagulative effect noted in the abraded skin areas of the animals treated with the tannic acid solution, no adverse local or systemic effects were observed in these acute dermal exposures.

In the 21-day subacute dermal tests, with and without ultraviolet irradiation, the daily dosage levels were 1.0, 2.0, and 4.0 ml., respectively, of each solution per kilogram of body weight.

No gross local or systemic effects were observed in the animals treated with the umbelliferone formula, or in the animals treated with the tannic acid solution. The animals treated with the hydroquinone solution exhibited an atypical dermatosis, which was aggravated by irradiation with ultraviolet rays. The dermatosis appeared at first as small petechiae, and was observed occasionally in a nontreated area of skin, suggesting that the reaction was an acquired sensitization. Edema of the skin was not noted.

In the 90-day subacute experiments, four dosage levels were used: 0.5, 1.0, 2.0, and 4.0 ml. per kilogram. The agents were administered by inunction daily to series of 12 rabbits for each of the three solutions. As in the 21-day subacute experiments, the subjects treated with the umbelliferone and tannic acid solutions exhibited no gross local or systemic effects following the 90-day treatment. Atypical dermatoses were observed in three of the 12 subjects treated with the hydroquinone solution. These atypical dermatoses were characteristic and appeared and disappeared several times during the course of the 90-day treatment. The initial reaction was always the very small petechiae in well-defined areas. As the lesion progressed the area exhibited an intense erythema. These dermatoses appeared at the three levels of dosage. Gross systemic effects were noted at the 2.0- and 4.0-ml. dose levels. There were subnormal body-weight gains, with slightly lowered food intake.

Sensitization Studies.—In view of the atypical dermatosis observed in the hydroquinone-treated animals, all three preparations were tested for potential sensitization by the guinea pig method.³ No evidence of increased

sensitivity to these agents was observed in any of three series of 10 guinea pigs employed.

Pathology.—No significant gross or microscopic change was noted in the animals treated with the umbelliferone preparation. Daily applications of the tannic acid solution produced a brown stain in the intact skin and no other evidence of gross change.

The animals treated with hydroquinone exhibited slight emaciation at the two higher dose levels. Microscopic examination revealed a moderate dermatitis and a very slight thyroid hyperplasia at the two higher dose levels, with decreases in these effects as the dosage was reduced.

Comment

Sunscreen preparations are unique, as cosmetics, in their manner of use. Their use at beaches, for example, may involve multiple and extensive daily applications to large areas of the total body surface. In addition, applications may also be made to skin already damaged by sun or wind burn. It is essential to obtain experimental toxicity data on the damaged as well as the intact skin. Sunscreen preparations may be used by persons of all age groups and in varying conditions of health. In view of this possible extensive use, it is necessary to have pharmacologic and toxicologic data to indicate an ample margin of safety in use. Data to establish such a margin of safety for the many compounds advocated as potential sunscreen material are not at present available.

Of the three agents investigated in this laboratory, we conclude that hydroquinone is not a suitable agent for use in sunscreen preparations.

Summary and Conclusions

Sunscreen preparations must possess the physical property of preventing the damaging rays of the sun from reaching the reactive skin. In addition, such preparations must not, per se, produce local or systemic harmful effects following normal topical use. Pharmacologic and toxicologic tests should establish an eight-fold margin of safety, and this entails acute and subacute dermal toxicity and potential-sensitization studies. Such studies with tannic acid, β -methyl umbelliferone, and hydroquinone (orthodihydroxybenzene) have established that the last is an unsuitable agent for use in sunscreen preparations.

Dr. A. A. Nelson, pathologist, Division of Pharmacology, Food and Drug Administration, supplied data on gross and microscopic pathology.

The word *Please* costs ten million dollars a year and more in the telegraph offices alone. This sum is the estimate of what people of the United States pay in telegraph tolls just to add the word of courtesy. The money is indeed well spent: the investment returns are golden. They are friendship, respect, and good will.—*Fox River Paper Corp.*

We believe in freedom, but there is no such thing as absolute freedom in an orderly society. The only way to preserve freedom is to put some curbs on freedom. The only way to keep free enterprise free, for example, is to legislate against monopoly.—*Sales Management.*

Cosmetic Uses of Cera Emulsificans

Approach to formulation . . . Face, vanishing, day, cleansing, detergent, night, tissue, lubricating, conditioning, lemon, milk and liquid creams . . . Hand creams and jellies . . . Part III

F. V. WELLS*



CERTAIN of the face creams referred to in the previous installment may be converted into a rouge cream by the addition of suitable red lakes or of phloxine etc. dissolved in diethylene glycol monoethyl ether. This particularly applies to day cream formulas of relatively low oil content.

There are also possibilities of experimenting with the emulsifying wax in the production of the so-called "emulsified" lipsticks, by first preparing a base containing water, of the type referred to later as salve bases.

Quite a good cake make-up may be prepared by using Cera Emulsificans and unsulfated cetyl-stearyl alcohols together as basic materials and surface tension reducing agents. Sodium lauryl sulfate is also useful in this connection. Other constituents include pigments (titanium and zinc oxides, ochres, siennas, talc, kaolin, color lakes etc.), oils and traces of other waxes and additional binding ingredients.

Burton has given¹⁸ the following formula for an Emulsified Make-Up Base:

A. Cetyl/stearyl alcohols (10% sulfated)	
i.e. Cera Emulsificans (Commercial)	
Wool, wax alcohols	3.6 parts
Sorbitol	0.4
Methyl p-hydroxybenzoate	5.0
Perfume	0.2
Water	0.3
	90.5
B. Emulsion base (A, as above)	
Brown pigment mixture	85 parts
Titanium dioxide	5
	10

All parts by weight. Burton commends the emulsifying wax base as being extremely fine, indefinitely stable, easily prepared and capable of reconstitution after drying on the skin. This formula is said to be eminently suitable for tube packing. Products of more solid consistency—batons and cakes—may also be advantageously prepared with Cera Emulsificans, of the 10 per cent sulfater cetyl/stearyl type stipulated by Burton.

I have found isopropyl palmitate and myristate more useful than mineral oil when preparing cake make-up based on Cera Emulsificans.

Theatrical and cinematic make-up may consist of some 20 parts of the emulsifying wax with a further 20 per cent of unsulfated alcohols, waxes, oils and fatty esters; together with about 45 parts of powder and pigments—

the balance being preservative, glycols or glycol ethers and perfume. Such products may also be built up as emulsified preparations containing water. One notable advantage of including the emulsifying wax is that the resulting products are more readily removed with cleansing milk or soap and water.

Camouflage paints and blemish-masking sticks may be prepared on similar lines. A readily removed oily make-up of the modern American type may be based on sesame or other vegetable oil, or fatty esters, together with a little wool wax alcohols, powders and pigments (not exceeding 20 per cent for preference), humectant and emulsifying wax.

Some of the foregoing specialties are the subject of patented specifications, hence the patent situation should be thoroughly examined prior to manufacture and marketing.

Powder creams of good quality may be prepared by mixing and milling from 10 to 25 per cent of a suitable face powder base into a cream of the modified vanishing type. They should preferably contain about 10 or 12 per cent glycerin or other humectant, and the inclusion of some 5 per cent free stearic acid may be advantageous. The proportion of Cera Emulsificans used may range from about 8 to 12 per cent.

Miscellaneous Creams

One of the fundamental advantages of the product under discussion is its stability in the presence of a wide variety of medicaments and the ability of its emulsions to tolerate a reasonable quantity of electrolytes. For this reason it has been constantly recommended in the pharmaceutical literature as a base for ointments of the water-containing salve type. I have myself referred to its utility in Medicated Creams in a contribution to a Continental journal.¹⁹ The following relevant formulae may also be noted:

Phenyl Salicylate Cream

Phenyl salicylate	100 g
Cetyl/stearyl alcohols, 10% sulfated	50
Glyceryl monostearate	50
Petroleum jelly	250
Glycerin	100
Oil of lemon	2
Oil of lavender	0.5
Oil of rose	0.1
Distilled water	447.4

* Editor, Soap, Perfumery & Cosmetics, London, England.

This is a Danish official formula. Replacing the phenyl salicylate with 80 g. of menthyl salicylate gives a reasonably effective Anti-Sunburn Cream.

Cream or Salve Base

Cetyl/stearyl alcohols, 10% sulfated	12 parts
Arachis oil	25
Water	55

Formula suggested in Medical Research Council War Memorandum No. 12. Mineral oil may be used to replace the arachis oil, and a small proportion of lanolin, petrolatum and/or paraffin wax may also be included if desired, as in the following formulae by Soulsby:²¹

Protective Normal Cream

Cetyl/stearyl alcohols, 10% sulfated	20 per cent
Mineral oil	5
Paraffin Wax	5
Water, to make	100

Protective Waterproof Cream

Cetyl/stearyl alcohols, 10% sulfated	20 per cent
Mineral oil	5
Anhydrous Wool Fat	5
Water, to make	100

The addition to such creams of 5 to 15 per cent of kaolin, bentonite, fuller's earth, titanium dioxide etc. gives basic formula for the production of Barrier Creams.

Insect Repellent Emulsion

Cera Emulsificans (Commercial)	5g.
Triethanolamine	9g.
Oleic acid	27cc.
Dimethyl phthalate	100cc.
Water	100cc.

Official formula recommended by the Department of Health of Scotland, Scientific Advisory Committee, 1946, as a preparation for application to the skin to repel midges etc.

Specialised cosmetic creams such as Foot creams (lightly mentholated and/or camphorated day or night creams), Baby Creams (similar to night creams), Deodorant and Anti-perspirant Creams (containing 4 per cent hexamethylene tetramine or other active agents)—can also be prepared on the general lines indicated above. Cera Emulsificans gives creams, moreover, that are ideally suitable for the incorporation of either water-soluble or oil-soluble sun-screening agents, thus facilitating the production of eminently satisfactory Anti-Sunburn Creams.

Hair creams and pomades, hair darkening and tinting creams, hair reconditioning creams and cream shampoos: all these may be successfully compounded with Cera Emulsificans, which indeed—in its original form—had the distinction of being the first base used for "reconditioners," doubtless owing to the fact that it gives a light-textured, wispy cream, stable to mild acids and capable of improving the emollient effect on the hair and scalp.

The first of the following three formulas is a basic type suggested by the original makers of the 10% sulfated cetyl/stearyl alcohols (which we briefly refer to here as the Commercial type of Cera Emulsificans), while the other two are modifications devised by the present writer:

Brilliantine Cream 1

Cera Emulsificans (Commercial)	3 per cent
Mineral oil	20
Water	67

I agree that "3% should be regarded as the maximum proportion" of this emulsifying wax required to obtain a fluid cream that will vanish readily, leaving the oil evenly distributed over the hair.

Hair Cream

Cera Emulsificans B.P.	2 parts
Peach kernel oil	18
Beeswax	1
Castor oil	3
Preservative and perfume	q. s.
Water, to make	100

Brilliantine Cream 2

Beeswax, white	10 g.
Mineral oil	400
Petrolatum, white	50
Cera Emulsificans, B.P.	20

Melt together on a water bath a glass or enamel container or, for larger quantities, in a steam-jacketed pan. Use as low a temperature as possible and then hold at 55°C. Separately dissolve and bring to the same temperature:

Glycerin	7
Diglycol stearate	7
Preservative (sodium salt of propyl p.-hydroxybenzoate)	1
Borax	2
Distilled water	500

Pour the emulsifying wax batch gradually into the aqueous dispersion with constant stirring. Continue stirring, at a lower rate after emulsification, until the batch is cool. Then add perfume. The cream may optionally be passed through a homogeniser or colloid mill and then allowed to stand for 24 hours. It may subsequently be passed again, if desired, through a suitable emulsifying machine. Glyceryl stearate or diglycol laurate may be used to replace the diglycol stearate. Brilliantine creams containing high proportions of mineral oil and petrolatum call for careful attention to detail if a stable emulsion is to be obtained.

Hair Reconditioning Cream 1

Cera Emulsificans (Commercial)	15.0 parts
Cholesterol	0.5
Lecithin	0.5
Animal or vegetable oil	5.0
Citric or tartaric acid	1.0
Water and preservative to	100.0

Hair Reconditioning Cream 2

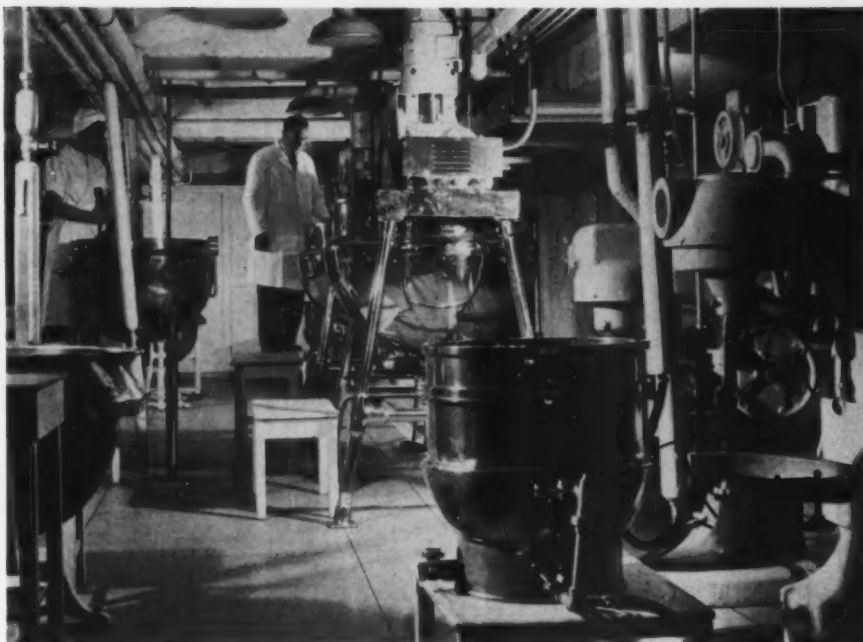
Cera Emulsificans (Commercial)	15 parts
Lanolin	2-5
Citric or tartaric acid	1
Water and preservative to	100

Hair Reconditioning Cream 3

Beeswax, white	1.5 parts
Cholesterol	0.3
Lecithin, soya	0.2
Linseed oil fatty acids	1.0
Cera Emulsificans (Commercial)	9.0
Avocado oil	3.5
Lanolin	2.0
Lactic or adipic acid	1.0
Cetyl alcohol	3.0
Preservative and perfume	q.s.
Water, to make	100

The first two formulas above are quoted by the makers of the original wax of this type,¹⁰ while the third, by Richardson, is quoted with others in my book, "Hair-dressing Preparations." I would personally prefer, in

General view of the cream manufacturing department of Coty, Ltd., England.



formula 3, to omit the cholesterol as such and to reduce the beeswax to 1 per cent. I am also dubious about the use of lecithin.

The following observations may be appropriately quoted from reference No. 10: "These creams have been found of great benefit to hair that is in poor condition or suffering from excessive dyeing, bleaching or waving. They are usually massaged thoroughly into the wet hair after a shampoo with or without some form of heat treatment afterwards, such as hot towels, and then rinsed out with water." The same source adds that the emulsifying wax is the important ingredient by reason of its own emollient effect, its efficiency as a vehicle for the absorption of the other nutritive oils and fats, and the fact that its emulsifying powers will withstand the mildly acid reaction of the cream which improves the gloss of the hair."

The foregoing reconditioning creams can be modified to give massage creams, but still less alteration is necessary to produce the now increasingly popular cream shampoos. As long ago as 1940, the late H. Stanley Redgrove pointed out that Cera Emulsificans hair reconditioners "can easily be modified and converted into very serviceable cream shampoos by increasing the proportion of sulfated fatty alcohol present. For this purpose, sodium lauryl sulfate is most suitable, and an addition of about 25 per cent of the 60 per cent article is recommended as the most successful. In this way an acid soapless shampoo can be obtained, which oils the hair as it cleanses."²²

Cream Shampoo

Cera Emulsificans (Commercial)	15.0 parts
Sodium lauryl sulfate (45% active material)	55.0
Wool wax alcohols	0.5
Isopropyl myristate	4.0
Perfume oil	0.5
Water	25.0

Various other additions to this type of basic shampoo may be made. The chief problem is to obtain sufficient lather coupled with a certain amount of emolliency and

a good, stable consistency. Excessive use of emollients tends to reduce the lather. Gums and gum substitutes may be tried out to improve consistency.

Hair Darkening Pomade

Cera Emulsificans (Commercial)	10 parts
Cetyl alcohol	5
Glycerin	6
Water	75
Lead Acetate up to	4

The lead acetate and glycerin, pre-mixed, are worked into the cream made from the rest of the constituents. This formula gives a so-called "hair (colour restorer pomade)." Various other hair dyes may be incorporated in a similar type of base. Lead acetate preparations are out-of-date and not to be recommended, but the foregoing formula does at least give a reasonably pleasant and stable type of product.

Footnote on Depilatories

By way of concluding this brief review of the numerous applications of emulsifying waxes of the Cera Emulsificans type in the cosmetic industry, I cannot perhaps do better than quote a brief extract from Atkins' admirable paper on "Chemical Depilatories" which he read before Section 14 of the 11th International Congress of Pure and Applied Chemistry:²³

"The earlier depilatories were mainly made with solution of calcium sulphhydrate made into a paste with slaked lime. Such pastes work reasonably quickly—usually in about four minutes. The smell of sulphide is rather pronounced, and by-odours are usually developed in the manufacture of the sulphhydrate solution. These pastes are invariably discoloured, due to the impossibility of obtaining a completely iron-free mixture. They tend to separate on keeping, and unless very well sealed will dry out in the tube. These disadvantages led to the production of a true cream depilatory when it was realized that the (partially) sulfated fatty alcohols offer

(Continued on page 194)



How the Dorothy Perkins Co. was Founded

JEAN MOWAT



John H. Miller

WHEN John H. Miller, a young salesman, entered a Dallas drug store some 25 years ago, he little dreamed that it would not only change his life but challenge his ability as a salesman.

While waiting for the prescription to be filled, he noticed a cosmetic display featuring jars of "Dorothy Perkins". The name conjured up visions of what could be done with such a name in this particular field.

He had a total capital of \$7,500 and the woman who had registered the name wanted more than that for it, although she was doing a very small business and having a wholesale druggist pack the products as and when she received an order. Mr. Miller finally acquired full rights to the use of the name and with a capital of \$2,500 he started manufacturing the Dorothy Perkins line of cosmetics.

The line was featured as "Dorothy Perkins Fine Cosmetics, with "Cream of Roses" cleansing cream, a name chosen because it implied how a cream should look, feel and perform, the leader.

Today the Dorothy Perkins Co. of which Mr. Miller is president and chairman occupies an ultra-modern, air-conditioned building, of over 60,000 sq. ft., at 5111 Southwest Ave., St. Louis, Mo. It is built on two levels, with the administrative and sales offices on the street level, and below this, but on a level with a lower street is the extensive manufacturing, shipping and laboratory departments. There is also space for trucks to back up to the shipping room and facilitate quicker delivery.

This area, with skylights, uses natural illumination but banks of fluorescent lights are available when needed. The manufacturing division has the cleanliness and spotlessness that is associated with the finer phar-

maceutical laboratories. All products move from place to place on conveyor belt lines to the final packing in the shipping rooms, which are adjacent to both railroad and truck platforms.

When Mr. Miller began the manufacture of cosmetics in 1925 the business was located in Dallas, Texas. He felt this was too far from the center of the United States, and two years later moved to St. Louis. The present building was completed in 1946. In commenting on his choice of a location Mr. Miller pointed out that the center of population in 1952 was within 100 miles of St. Louis.

As a salesman, Mr. Miller had learned the importance of working with retailers and how they can push a product. With this in mind he built an organization to work with them. The entire line is sold at the same price today as in 1925. This involved a careful study of the markets to buy advantageously and watch every detail of operation.

The company employs many women on the sales force as it is felt that they not only can sell to the dealers, but also train the saleswomen in the stores. They can and do put on demonstrations, give lectures, conduct clinics on make-up and are able to step behind the counter and sell, if necessary.

This year the Dorothy Perkins Co. is putting out an entirely new type of foundation base. The line as a whole is kept small. It includes the Cream of Roses cleansing cream, a mask, lip and face rouge that are matched in tone, face powder, bath salts, hand lotion, cream and a half dozen fragrances of cologne. These are bottled in "ladies" who wear the costume of Dorothy Perkins, era about 1820, yet the full skirt and snug bodice are in fashion today.

The only way a profit in cosmetics may be shown is to keep the line compact, Mr. Miller maintains. Equally important he holds is the selection of the right type of store, of which there are more than 3,000 across the country that handle the Dorothy Perkins line. In St. Louis, where the Dorothy Perkins line is manufactured, the great stores and the small swanky shops find it a good seller.

Most of us know how to say nothing; few of us know when.—*Lincoln Clarion*

Progress in Perfumery Materials

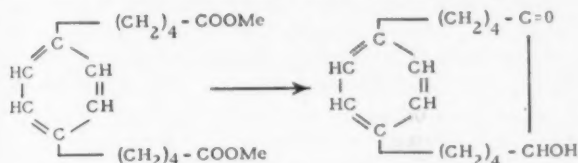
A review of the developments in essential oils and perfumery synthetics in 1951 . . . Perfume compositions . . . Flower oils . . . Analytical methods . . . Synthetics . . . Patents . . . Part II

PAUL Z. BEDOUKIAN, Ph. D.*



Macrocyclic Musk

A new type of large ring compound has been prepared containing a benzene ring. The following ring closure



has been carried out using the acyloin reaction (70). The acyloin can be converted to the ketone and it would be interesting to note the odor qualities of such compounds. The same authors prepared a number of large ring dienes by hydrogenation of acyloins followed by dehydration (71).

A new method of preparing 2-methyl pentadecanedioic acid has been reported starting from brassidic ester (72). It serves as a starting material for the manufacture of macrocyclic ketones with a musk odor.

Two American patents describe the manufacture of macrocyclic ketones possessing musk odors using the acylin ring closure method (73) (74). In view of the fact that this method does not require high dilution for the cyclization of long chain di-acids, it promises to become the leading method for the manufacture of muscone-like compounds.

The highly prized lactone, pentadecanolide, is prepared by lengthening the chain of undecenylic acid to 14-bromo-1-tetradecanecarboxylic acid which is then cyclized to the lactone (75).

Ionone and Irone

Both alpha and beta ionone undergo Darzen's reaction giving an aldehyde of interesting odor (76). Geranyl acetone and 3-methyl geranyl acetone have been subjected to cyclization studies (77). In a sealed letter dated July 1, 1949, Naves claims the application of the van Dorp-Arens reaction for the preparation of 3-methyl

citral (78). Condensation of linalool with chloroacetic ester gives pseudoionone. Similarly 3-methyl linalool yields pseudoirone (79).

Pseudoirones have been prepared and their cyclization products studied (80). In using boron trifluoride for the cyclization of pseudoirones, small quantities of neo-gamma irone were obtained, in addition to alpha-, iso-alpha-, neo-alpha-, and beta irone (81). A review of the literature on irone up to April 30, 1950 was published (82). Another recent article describes the commercial preparation of ionones (83).

A number of cyclohexane and cyclohexene carboxaldehydes have been prepared but their odors were not reported (84). The same authors obtained methylated safranals by the application of the Diels-Alder reaction with acetylenic aldehydes and butadienes (85). It would be interesting to condense these aldehydes with acetone and compare the odors of the resulting ionone-type compounds.

Ambergris

Research is being continued with a view to elucidating the odor constituents of ambergris. It is reported that the high molecular weight hydrocarbon pristane which occurs in ambergris is identical with 2, 6, 10, 14-tetramethyl pentadecane (86). Ambreinolide has been synthesized starting with sclareol (87). Two substituted decahydronaphthalenes have been synthesized, possessing ambergris like odors (88).

Ruzicka and co-workers have been carrying out extensive investigations on the identification and synthesis of odorous constituents of ambergris. Dihydro gamma ionone which has been found to occur in ambergris and contributes to its odor, has been synthesized. An epoxide of dihydro gamma ionone is also believed to be responsible for the odor of ambergris and efforts are being made to elucidate its structure and synthesize it. These extensive investigations have been reported in the Swiss chemical journal, *HELVETICA CHIMICA ACTA*, during the past two years and are too numerous to be given in detail here.

By feeding beta ionone to rabbits, 4-oxo-beta-ionone

* Chief Chemist, Compagnie Parento, Inc. Author of *Perfumery Synthetics and Isolates*.

and probably 4-oxo-beta-ionone have been isolated from their urine (89). In this connection, it is noteworthy to report the isolation of two isomeric hydroxy ketones from the urine of pregnant mares (90). These substances are probably 5-hydroxy-cis-tetrahydroionone or 5-oxo-cis-tetrahydroionone.

Several patents have been issued covering the manufacture of ionone and irone. Pseudo ionone and isomeric pseudoionone can be cyclized by the use of stoichiometric amounts of boron trifluoride at temperatures of 0-10° (91). Another patent gives directions for the preparation of an aldehyde from alpha and beta ionone through Darzen's synthesis (92).

Two Swiss patents describe the preparation of 6-methyl-alpha ionone which has an odor similar to that of irone (93). An American patent deals with the cyclization of 3-methyl pseudo ionone with boron trifluoride to give 6-methyl-alpha ionone isomers having irone odors (94).

Vanillin

A number of substituted cinnamic acids have been prepared from vanillin and the properties of these acids and their esters investigated (95). The same authors made a similar study of benzyl methyl ketones derived from vanillin (96). 5-Acetyl vanillin has been synthesized and its structure thus proved (97). Detailed procedures were given for the preparation of vanillic acid from vanillin (98). Syringic aldehyde and vanillin have been separated by chromatography using a mixture of Magnesol and Celite No. 535 (99).

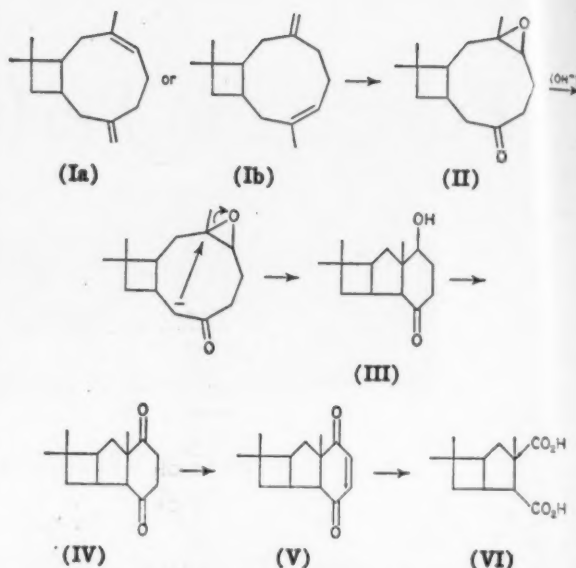
Various patents describe the manufacture of lignin vanillin and the preparation of vanillic acid. It is reported that the yield of vanillin is increased by introducing air or oxygen into the calcium lignosulfonate liquor (100). A Hungarian patent describes the production of vanillin from sawdust (101). A third patent claims the extraction of vanillin and its alkali salt from solutions by means of selective solvents such as enolic esters (102).

Vanillic acid and vanillyl alcohol were produced by the Cannizzaro reaction as applied to vanillin (103). By fusing vanillin in a strongly alkali solution, both vanillic acid and protocatechuic acid were obtained (104).

Sesquiterpenes

The chemistry of terpenes has been subjected to considerable study but much work remains to be done in the field of sesquiterpenes. Intensive research on the constitution of caryophyllene is bringing this problem to a successful conclusion. Degradative oxidation experiments have led workers in this field to suggest the most unusual structure for this sesquiterpene. It is apparently a cyclononanone with an attached cyclobutane ring (105). The presence of the cyclobutane ring has been established by the synthesis of the cyclobutane compound named caryophyllenic acid (106) (107). It is concluded that caryophyllene is either Ia or Ib which on oxidation gives the oxidoketone II, which on treatment with potassium hydroxide isomerizes to III. The latter compound, on oxidation with chromic acid gives IV, and further oxidation with selenium oxide, V. This compound on oxidation with potassium permanganate gives VI (108).

The azulenes are another very interesting and unusual class of sesquiterpenes, having a seven-membered



ring with an adjacent five-membered ring. Much work has been done in this field in the past few years and a number of naturally occurring and related azulenes have been synthesized.

Azulenes in oil of *Pogostemon patchouli* have been isolated by chromatography and on sulphur dehydrogenation gave S-guaiazulene. Quantitative ozonization indicated that this azulene is either I or II (109). S-guaia-



zulene can be purified by forming an addition compound with picramide from which it is recovered on treatment with alkali (110). Various azulenes can be separated from each other by taking advantage of their distribution coefficients in the system 60% sulphuric acid-carbon tetrachloride (111). Quantitative studies have been made on the dehydrogenation of azulene and related compounds (112). The spectrum of azulene has been compared with that of naphthalene (113). An improved synthesis of azulene has been reported, starting with tetrahydro-2-naphthols (114). Another author reports the unsuccessful attempt of the synthesis of 6-methyl-4,5-benzazulene (115). Kessyl alcohol which is a naturally occurring substance, has been shown to have the same skeletal structures as azulenes and can be converted to azulenes through a series of reactions (116).

Ledol, a substance isolated from *Cistus ladaniferus*, has on dehydration followed by dehydrogenation yielded guaiazulene along with other products (117). Two interesting articles discuss the use of azulene in pharmacy and cosmetics (118) (119).

In order to verify the structure of natural farnesene, 2,6,10-trimethyl dodecane has been synthesized and shown to be identical with the natural product as evidenced by infra-red spectral measurements (120). Bicyclofarnesylic acid has been synthesized by treating alpha or beta dihydroionone with BrMgC:COEt which resulted in the formation of ethyl dihydroionylidene

acetate. The latter on cyclization and hydrogenation proved to have the same infra-red and ultra-violet spectra as natural bicyclopentacyclic acid (121). The 4-phenylsemicarbazone of one of the eight possible farnesylidene acetones has been shown to have a melting point of 106.5-7° C. (122).

The sesquiterpene dihydrocarpene, isolated from the oil of *Didmocarpus pedicellata*, has been studied and shown to be identical with humulene (123) (123a). Hexahydrohumulene was found to be different from 3-methyl-1-(2,2,6-trimethyl cyclohexyl) pentane (123b).

Terpenes

Two searching articles have been written on the formation of terpenes in plants (124) and the fact that terpenes follow the head-to-tail rule in their structure (126).

Photo-oxidation of alpha terpinene has lead to the formation of ascaridole and other products. It is presumed that alpha terpinene is the precursor of ascaridole in chenopodium oil (126).

Oxidation of terpinolene in water with oxygen gave various menthenetriols, and the properties of these compounds and their esters were investigated (127).

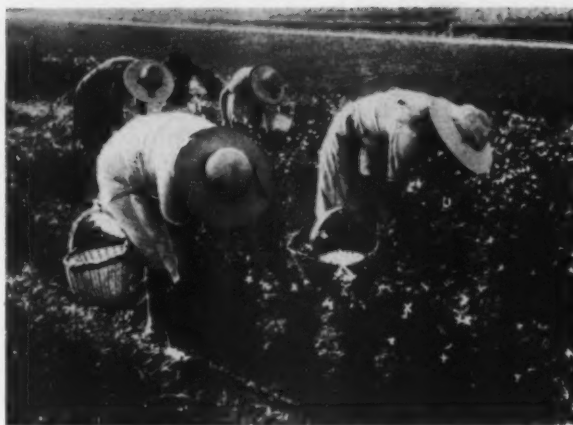
Menthofuran has been isolated from American peppermint oil through its addition compound with maleic anhydride. As much as 50 grams of this addition product were obtained from 1500 ml. of a certain peppermint oil. The menthofuran is liberated by refluxing the addition compound with alpha phellandrene in benzene solution (128). The autoxidation product of menthofuran is shown to be a hydroxylactone (129). This lactone has been found to be identical to a product obtained from oil of pennyroyal (130).

An isomer of farnesol, namely, 3,8,11-trimethyl-2,7,11-dodecatriene-1-ol has been synthesized (131). A convenient synthesis of cadalene is reported using 1-menthone as the starting material (132). Other workers report the synthesis of phellandral through a complicated series of reactions starting with cumene (133). Additional experimental evidence shows that borneol has the endo, and isoborneol the exo configuration (134). Preparation of semicarbazones of nopinone from Bordeaux turpentine indicated the presence of alpha pinene (syn) to the extent of 6%, the balance being the beta (anti) form (135). Reduction of fenchone with aluminum isopropylate gave a mixture of alpha and beta fenchol (136).

1-Carvone has been prepared in 35% yields from d-limonene (137). Another report gives the synthesis of carvacrol from p-cymene (138). Selenium oxidation of alpha thujene gave among other products a dihydrocumaraldehyde (139). The beta pinene of sulfate turpentine is shown to be levorotatory and identical with beta pinene of oleoresin turpentine, contrary to previous reports (140). Indian turpentine, a rich source of carenes, is used for the production of p-cymene (141) (142) (142a).

On decomposition of the autoxidation products of allo-ocimene, some formaldehyde is obtained, indicating that the double bonds are terminal in position (143). On passing allo-ocimene over activated carbon at high temperatures, meta xylene is obtained together with other products (144).

Various methods of reducing citronellal have been discussed and the aluminum isopropylate reduction was reported to give the best yields of citronellol (145).



Picking Flowers for Oil Extraction in Grasse, France

The production of citrals from linalool was described by another author (146).

It was shown that synthetic geranic acid on cyclization gives alpha-cyclogeranic acid and allo-cyclogeranic acid, indicating that the synthetic acid contains unknown isomers. Geranic acid prepared from citral does not give allo-cyclogeranic acid. The nature of this isomer or isomers and their cyclization products are being studied intensively (147) (148) (149) (150).

Two reviews have appeared covering the preparation of terpene alcohols (151) and the manufacture of terpinol hydrate (152). Another review discusses the hydrocarbon and terpene derivatives in regard to their application as odorous substances (153).

The Prins reaction has been applied to the synthesis of cyclomen alcohol and other natural and synthetic compounds (153a).

Essential Oils

Oil of iris has been subjected to a thorough study, resulting in the separation of a number of new constituents in this oil. Among the products found were a terpene ketone, a sesquiterpene alcohol and substances having the odor of geraniol, camphor, carvone, etc. Eugenol, acetophenone and 3,4-methoxy acetophenone were identified in the oil (154). A detailed study of Spanish anise oil revealed the presence of the following new constituents: anisic acid, propionic and butyric acids, myristic acid, hydroquinone monomethyl ether, hydroquinone, p-cresol, creosol, eugenol, vanillin, anisaldehyde, anisyl ketone, anisyl alcohol, azulenes and cadalene. The separation of a number of other products was effected but these were not definitely identified (155).

Traces of furfural and isobornol, along with 3-5% of geraniol, were found in a sample of Spanish lavender oil (156). Brazilian peppermint oil was shown to contain dl-borneol (157). American oil of spearmint contains d-3-octanol as one of its minor ingredients (158). The leaves of *Tsuga canadensis* yielded an oil which contained tricyclene, d-alpha-pinene, 1-camphene, d-beta-pinene, myrcene, d-alpha-phellandrene, 1-limonene, 1-thujone, 1-bornyl acetate, 1-cadinene, and possibly a dextrorotatory substance to which the name d-canadene is given (159). The essential oil of *Xanthoxylum rhesa* has

been studied and the following constituents identified: 1-sabinenol, alpha-terpinene, 4-terpinene-1-ol, beta-phellandrene, 1,4-cineole, 4-isopropyl-2-cyclohexene-1-one cuminaldehyde, octanal, decanal, and phloracetophenone dimethyl ether (160). Coniferyl alcohol was isolated from Siam benzoin gum (161). The oil of *Eucalyptus citriodora* was shown to contain 5.6% guaiol (162). The chief odorous substance of Western red cedar, *Thuja plicata*, is dehydroperillate, which sometimes occurs in the heartwood in the form of large crystals (163).

Various coumarin derivatives, namely, auraptene, auraptin and bergaptol, were found in the oil obtained from Indian *Citrus aurantium natsudaikai* (164). The oil of *Cistus ladaniferus* was examined and found to contain eugenol, benzaldehyde, acetophenone, cineol, 1-pinenol and probably 2,2,6-trimethylcyclohexanone, 2,3-butanedione, furfural and ledol (165) (166).

It was reported that beta ionone is probably the chief constituent of the oil of the flower of henna plants (*Lawsonia inermis*) (167). It is interesting to report the occurrence of an acetylenic compound in an essential oil. The presence of methyl n-decentriynoate was indicated in the essential oil of *Artemisia vulgaris* (168).

Reports on Essential Oils

A study was made of the properties of the oil from Punjab Malta orange oil (169). Two authors gave a description of the production and properties of French Guinea orange oils (170) (171). The properties of Florida cold-pressed orange oil obtained by various commercial methods have been reported (172). An attempt was made to correlate the stability of orange oil with methods of extraction (173). Possibly some methods remove the natural anti-oxidants found in the peel. Proper methods of storing citrus oil in order to extend its life were discussed in an interesting article (174). Lemon oil obtained from unripe fruit has been shown to exhibit differences in its analytical properties from the oil of ripe fruits (175). Properties of oils obtained from different varieties of Bergamot were tabulated (176). Other authors listed the properties of bergamot oils produced during 1947-1948 (177) and 1948-1949 (178). A review has appeared on the same subject (179).

It is highly interesting and novel to the essential oil chemist to read about a continuous process of refining peppermint oil by distillation. A distillation column described handles 2400 pounds of peppermint oil a day (180). It is reported that the unpleasant odor of Kennewick peppermint can be removed by chromatographic treatment using activated alumina and magnesium carbonate (181).

The oil obtained from cassia bark from Mainen Island was found to contain methyl cinnamate among other constituents (182). An extensive article deals with the composition, sources, tests, purity and uses of sassafras oil (183). A similar study has been made of lemon-grass cultivation and distillation of its oil in Puerto Rico (184). Oil of Basil produced in Tanganyika was subjected to a detailed examination (185). The properties of Spanish vetiver oil have been listed (186). A study was made of the characteristics of fennel oil produced in North Dakota (187). Data have been given on seasonal variations of the properties of palmarosa oil and the effect of soil conditions on the characteristics of the oil (188). Properties of the different *Salvia* oils produced in

Italy have been listed (189). A study of the oils obtained from black spruce, Eastern white cedar, hemlock and Canada balsam trees, grown in Canada, indicate the possibility of their commercial exploitation in that country (190).

Also listed are the odors, physical and chemical properties of 32 terpeneless and sesquiterpeneless oils prepared by the nonmiscible countercurrent extraction process (191). These are of great interest to all perfume and flavor manufacturers.

A very informative series of articles deals with the production methods and sources of 29 important essential oils (192). Other reviews describe the composition of essential oils (193) and progress made in the study of their constituents (194) (195).

Although there have been many reports on the essential oils derived from various plants, few of these have become commercially important. These reports are valuable, however, since they add to the sum total of our knowledge. The essential oils of five western Australian plants, namely, *Melaleuca lateriflora*, *M. raphiophylla*, *M. uncinata*, *Callitris morrissoni* and *Phoebe filifolia*, were examined (196). The properties of four essential oils obtained from Argentinian plants, *Satureja odora*, *Lippia integrifolia*, *Pillia lycioides* and *Lippia polystachia*, have also been reported.

The oil of *Baeckea crenulata* was shown to contain 85% terpenes, 10% linalool plus other constituents (198). The essential oil of *Codonocarpus cotinifolius* consists mainly of an unusual compound, sec-butyl isothiocyanate (199). The oil of *Pycnanthemum pilosum* contains 78% pulegone and 19.5% menthone (200). Pulegone, isomethone and menthone were also found in the oil obtained from *Bystropogon mollis* (201). The flowers of *cymbopogon densiflorus* yielded an oil which may have possible use in the flotation of minerals or impregnation of wood (202). The yields and physical constants of five samples of oil of *Pandanus odoratissimus* were given in a recent publication (203). The oils obtained from the leaves, twigs and fruits of *Aegle marmelos* were found to be rich in cineol, alpha-d-phellandrene, citronellal, citral and p-cymene (204). The oil of *Dictamnus Hispanicus* consisted mainly of estragol, the balance being dipentene and limonene (205). Other reports describe the production of Sardinian rosemary oil (206). The berries of *Lavungo scandens* gave an oil consisting of 56% cineol, 30% cinnamyl cinnamate and 9% methyl cinnamate (207). The oil from the oleoresin of *Dipterocarpus indicus* was shown to contain alpha and beta caryophyllenes (208). The yield of oil from the leaves, flowers and fruit of *Schinus mollis* was examined (209). An extensive report has been made on the constituents of oil from the leaves of *Ledum palustre* (210).

A number of books were published during the year covering the field of essential oils, perfumery and cosmetics. The fifth and last volume of Guenther's Essential Oils has just come out (211). Another book of interest to the industry was *Perfumery Synthetics and Isolates* by Bedoukian (212). Two very readable volumes were *The Perfume Album* by Jessee (213) and *Perfume thru the Ages* by Farkas (214). Of the publications appearing in Europe, one might mention the revised edition of *Cerbelaud's Formulaire de Parfu-* (Continued on page 193)

Solid Essential Oil Concentrate

*Process for preparing solidified compositions containing flavoring
and perfuming oils dispersed so as to minimize loss by
volatilization or oxidation and completely dispersible in water*

The application for this patent was filed June 24, 1949, Serial No. 101,255. The patent, No. 2,566,410, containing eight claims, was issued to William C. Griffin, West Chester, Pa., and assigned to the Atlas Powder Co. Its significance in flavors is sufficiently important, since it is a suppliers' patent, to warrant its publication in full.

THIS invention relates to flavoring and perfuming oils and more particularly to solidified compositions containing such oils.

It is an object of the invention to provide solid compositions which contain essential oils dispersed therein in such manner as to minimize loss thereof by volatilization or oxidation.

It is a further object to provide solid compositions which contain essential oils which compositions are readily and completely dispersible in water.

Still another object is to provide edible solid compositions containing flavoring oils, from which loss of the oil is minimized and which compositions are readily and completely dispersible in aqueous media.

Other objects of the invention will become apparent from the following description and the appended claims.

Solid compositions containing dispersed essential oils in accordance with the present invention are useful in diverse fields of application. The dispersion medium is edible and completely water soluble so that food flavoring dispersed therein may be added to such food products as gelatin desserts, pudding mixes, cake mixes, dry ice cream mixes, and the like. In the cosmetic field, the products of the present invention provide solid, completely dispersible perfume concentrates for such purposes as bath perfumes, perfumed hair rinses, and the like. By employing essential oils of medicinal value in the solid compositions of the present invention, lozenges, throat tablets and the like may be prepared.

Compositions according to the present invention are prepared by incorporating essential oils into substantially dry molten sorbitol and solidifying the resulting dispersion. It has been found that considerable quantities of the common flavoring and perfuming oils may be emulsified in molten sorbitol to form comparatively stable oil-in-sorbitol emulsions and that when such emulsions are cooled the continuous phase solidifies, producing a solid sol containing the essential oil as dispersed phase in the form of minute droplets, so thoroughly entrapped and coated with the solidified sorbitol that the loss of said oil from the mass by volatilization

occurs at a negligible rate. The emulsion may be caused to solidify in any suitable form. For example, it may be cast into rods, tablets, or pellets over a wide range of sizes; or may be chilled in a thin film on a cold roll and scraped off as flakes or ribbons; or may be sprayed into a cold chamber to yield small granules of any desired size. The use for which the solidified concentrate is intended will determine which of the many possible solidified forms should be selected in any particular instance.

Preferred solid concentrates made in accordance with the present invention contain from about 5% to about 20% of the dispersed essential oil although it is physically possible to incorporate any smaller amount than 5% if so desired. Furthermore, many of the essential oils may be utilized at levels above 20%, especially if emulsification is assisted by the use of surface active agents as indicated hereinafter, and such more highly concentrated dispersions are included within the scope of the invention.

Among the essential oils from which solid concentrations may be prepared in accordance with the present invention are: oil of peppermint, oil of wintergreen, oil of clove, lemon oil, orange oil, lime oil, oil of cassia, eucalyptol, pine needle oil, terpineol, and the like.

It has been found that surface active agents may be advantageously employed in preparing the oil-in-sorbitol emulsions in manner analogous to their use in preparing emulsions of which one phase is aqueous. In the presence of such agents more oil may be stably dispersed in the melt before solidification, leading to the production of highly concentrated flavoring or perfuming pellets, flakes, and the like.

A particularly useful group of surface active agents for this purpose includes the polyoxyethylene ethers of long chain fatty acid monoesters of the hexitans. The useful surface active agents are not limited to this group, however, as the following, nonlimiting list of agents which may be so employed will indicate:

Glycerol monostearate (commercial, self esterifying, which contains 5% to 10% of sodium or potassium stearate)

Polyoxyethylene stearate containing 20 oxyethylene groups per mol.

Polyoxyethylene ether of sorbitan monolaurate containing 16 oxyethylene groups per mol.

Polyoxyethylene ether of sorbitan monostearate containing 20 oxyethylene groups per mol.

Distearate of polyoxyethylene ether of sorbitol containing 40 oxyethylene groups per mol.

In the above listed oxethylated surface active agents

it is to be understood that any one agent may comprise a mixture of polyoxyethylene ethers of various oxyethylene chain lengths so distributed that the average number of oxyethylene groups per mol is as indicated. Depending upon the oil being emulsified and the concentration of oil-in-sorbitol desired, the proportion of surface active agent to sorbitol may be varied but, in general, it is preferred to use from about 0.1% up to about 5.0%.

The melting point of the sorbitol may be lowered, if desired, by incorporating small amounts of water therein without deleteriously affecting either the emulsion or the solid sol resulting upon solidification thereof. Excessive proportions of water are to be avoided but it has been found that as much as 5% may be tolerated. Without departing from the spirit of the invention minor amounts of other ingredients such, for example, as sugar, or acidulents may be incorporated in the solidified flavoring composition.

Specific illustrations of compositions made in accordance with this invention and of their utilization are presented in the following examples.

Example I

20 grams of lime oil were added to 200 grams of molten sorbitol containing 2% of water under good agitation to form an emulsion of the oil in molten sorbitol. The dispersion was poured on a glass plate to cool. When partially cooled a portion of the mass was cut into portions of approximately 2 grams each and shaped into pellets. When completely cool, the remainder of the mass was sufficiently brittle that it could readily be broken into irregular pieces. There was no exudation of oil from the solidified mass.

Example II

A lime-gelatin dessert mix was prepared by first mixing together 65 grams of granulated sugar, 11 grams of powdered edible gelatin, 12 grams of corn sugar, 2 grams of powdered citric acid and 3 to 4 drops of a certified green food color solution. Into the package containing the above mixture a single 2 gram pellet of the product of Example I was introduced. Upon dissolving the entire contents of the package in a pint of warm water and allowing the solution to cool there was obtained a gelatin dessert of pleasing taste and appearance.

Example III

20 grams of lemon oil were emulsified into 200 grams of molten sorbitol and the mixture allowed to cool. While still plastic it was shaped into pellets of approximately 2 grams each.

For comparative purposes a number of gelatin dessert mixes over the basic formula of Example II were prepared, half being flavored by 2 gram pellets of the lemon oil concentrate of Example III (method A) and the other half by the thorough incorporation of an equivalent amount (0.18 gram) of lemon oil directly in the powdered ingredient (method B). In finished desserts made by dissolving the freshly prepared dessert mixes in warm water and allowing them to cool until jelled there was no perceptible difference in flavor between those flavored by method A and those flavored by method B. After aging for 20 days in unsealed packages, however, the mixture flavored by method B had lost

much of the characteristic lemon flavor and desserts prepared therefrom were vastly inferior to those prepared from mixes flavored by method A which were not significantly different in taste from desserts prepared from the freshly made mixes.

Example IV

35 grams of lemon oil was emulsified into a molten mixture of 5 grams of the polyoxyethylene ether of sorbitan monostearate containing 20 oxyethylene groups per mol and 200 grams of sorbitol. Upon cooling a solid sol of lemon oil in sorbitol was obtained which could be utilized for flavoring such food products as prepared pudding mixes or the like.

Instead of the 5 grams of polyoxyethylene ether of sorbitan monostearate described in the above examples an equal quantity of the polyoxyethylene ether of sorbitan monolaurate containing 16 oxyethylene groups per mol may be used for the same purpose, or 3 grams of the distearate of the polyoxyethylene ether of sorbitol containing an average of 40 oxyethylene groups per mol. Within the purview of the invention, likewise, is the use of mixtures of surface active agents.

Example V

48 grams of spearmint oil were introduced slowly beneath the surface of 200 grams of molten sorbitol under good agitation. The oil-in-sorbitol emulsion so formed was thinly spread on a cold glass slab and cross scored to form an approximately 16 mesh grid. When solidification was complete the mass scraped from the plate broke along the score marks into flakes.

Example VI

5 grams of pine needle oil was emulsified into 100 grams of molten sorbitol and the mixture spread out on a cold plate to a depth of approximately one-sixteenth of an inch. While still plastic the layer was scored to form an approximately 16 mesh square grid. The material quickly solidified to a brittle mass and when scraped from the plate it broke along the score marks to yield a plurality of tiny cubes.

Example VII

A mixture consisting of 280 parts of sodium sesquicarbonate, 140 grams of sodium lauryl sulfate and 10 grams of the product of Example VI comprises a satisfactorily perfumed preparation of bath salts of the bubble bath type.

The incorporation of other oils and the use of other emulsifying agents than those specifically mentioned herein come equally within the scope of the present invention, and many other uses of the solidified essential oils made in accordance therewith will readily suggest themselves to those skilled in the art.

What is claimed is:

1. A composition comprising a solid sol wherein the continuous phase consists essentially of sorbitol and the disperse phase is an essential oil.
2. A composition comprising a solid sol as in claim 1 wherein the content of essential oil in the said sol lies between the inclusive limits of about 5% and about 20%.
3. A composition comprising a solid sol containing a continuous phase consisting essentially of sorbitol, a dis-

perse phase consisting of an essential oil, and from about 0.1% to about 5% of a surface active agent.

4. A composition as in claim 3 wherein the surface active agent is the polyoxyethylene ether of a long chain fatty acid monoester of sorbitan.

5. The process of preparing a solid essential oil concentrate which comprises the emulsification of an oil in molten sorbitol, and cooling the mixture to form a solid sol of oil in sorbitol.

6. The process of claim 5 wherein the emulsification is carried out in the presence of from 0.1% to 5.0% of a surface active agent.

7. The process of claim 5 wherein the content of essential oil in the emulsion lies between the inclusive limits of 5% and 20%.

8. The process of claim 6 wherein the surface active agent is the polyoxyethylene ether of a long chain fatty acid monoester of sorbitan.

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The melting point of the sorbitol may be lowered, if desired, by incorporating small amounts of water therein without deleteriously affecting either the emulsion or the solid sol resulting upon solidification thereof. Excessive proportions of water are to be avoided but it has been found that as much as 5% may be tolerated. Without departing from the spirit of the invention minor amounts of other ingredients such, for example, as sugar, or acidulents may be incorporated in the solidified flavoring composition.

Specific illustrations of compositions made in accordance with this invention and of their utilization are presented in the following examples.

Example I

20 grams of lime oil were added to 200 grams of molten sorbitol containing 2% of water under good agitation to form an emulsion of the oil in molten sorbitol. The dispersion was poured on a glass plate to cool. When partially cooled a portion of the mass was cut into portions of approximately 2 grams each and shaped into pellets. When completely cool, the remainder of the mass was sufficiently brittle that it could readily be broken into irregular pieces. There was no exudation of oil from the solidified mass.

Example II

A lime-gelatin dessert mix was prepared by first mixing together 65 grams of granulated sugar, 11 grams of powdered edible gelatin, 12 grams of corn sugar, 2 grams of powdered citric acid and 3 to 4 drops of a certified green food color solution. Into the package containing the above mixture a single 2 gram pellet of the product of Example I was introduced. Upon dissolving the entire contents of the package in a pint of warm water and allowing the solution to cool there was obtained a gelatin dessert of pleasing taste and appearance.

Example III

20 grams of lemon oil were emulsified into 200 grams of molten sorbitol and the mixture allowed to cool. While still plastic it was shaped into pellets of approximately 2 grams each.

For comparative purposes a number of gelatin dessert mixes over the basic formula of Example II were prepared, half being flavored by 2 gram pellets of the lemon oil concentrate of Example III (method A) and the other half by the thorough incorporation of an equivalent amount (0.18 gram) of lemon oil directly in the powdered ingredient (method B). In finished desserts made by dissolving the freshly prepared dessert mixes in warm water and allowing them to cool until jelled there was no perceptible difference in flavor between those flavored by method A and those flavored by method B. After aging for 20 days in unsealed packages, however, the mixture flavored by method B had lost

much of the characteristic lemon flavor and desserts prepared therefrom were vastly inferior to those prepared from mixes flavored by method A which were not significantly different in taste from desserts prepared from the freshly made mixes.

Example IV

35 grams of lemon oil was emulsified into a molten mixture of 5 grams of the polyoxyethylene ether of sorbitan monostearate containing 20 oxyethylene groups per mol and 200 grams of sorbitol. Upon cooling a solid sol of lemon oil in sorbitol was obtained which could be utilized for flavoring such food products as prepared pudding mixes or the like.

Instead of the 5 grams of polyoxyethylene ether of sorbitan monostearate described in the above examples an equal quantity of the polyoxyethylene ether of sorbitan monolaurate containing 16 oxyethylene groups per mol may be used for the same purpose, or 3 grams of the distearate of the polyoxyethylene ether of sorbitol containing an average of 40 oxyethylene groups per mol. Within the purview of the invention, likewise, is the use of mixtures of surface active agents.

Example V

48 grams of spearmint oil were introduced slowly beneath the surface of 200 grams of molten sorbitol under good agitation. The oil-in-sorbitol emulsion so formed was thinly spread on a cold glass slab and cross scored to form an approximately 16 mesh grid. When solidification was complete the mass scraped from the plate broke along the score marks into flakes.

Example VI

5 grams of pine needle oil was emulsified into 100 grams of molten sorbitol and the mixture spread out on a cold plate to a depth of approximately one-sixteenth of an inch. While still plastic the layer was scored to form an approximately 16 mesh square grid. The material quickly solidified to a brittle mass and when scraped from the plate it broke along the score marks to yield a plurality of tiny cubes.

Example VII

A mixture consisting of 280 parts of sodium sesquicarbonate, 140 grams of sodium lauryl sulfate and 10 grams of the product of Example VI comprises a satisfactorily perfumed preparation of bath salts of the bubble bath type.

The incorporation of other oils and the use of other emulsifying agents than those specifically mentioned herein come equally within the scope of the present invention, and many other uses of the solidified essential oils made in accordance therewith will readily suggest themselves to those skilled in the art.

What is claimed is:

1. A composition comprising a solid sol wherein the continuous phase consists essentially of sorbitol and the disperse phase is an essential oil.
2. A composition comprising a solid sol as in claim 1 wherein the content of essential oil in the said sol lies between the inclusive limits of about 5% and about 20%.
3. A composition comprising a solid sol containing a continuous phase consisting essentially of sorbitol, a dis-

perse phase consisting of an essential oil, and from about 0.1% to about 5% of a surface active agent.

4. A composition as in claim 3 wherein the surface active agent is the polyoxyethylene ether of a long chain fatty acid monoester of sorbitan.

5. The process of preparing a solid essential oil concentrate which comprises the emulsification of an oil in molten sorbitol, and cooling the mixture to form a solid sol of oil in sorbitol.

6. The process of claim 5 wherein the emulsification is carried out in the presence of from 0.1% to 5.0% of a surface active agent.

7. The process of claim 5 wherein the content of essential oil in the emulsion lies between the inclusive limits of 5% and 20%.

8. The process of claim 6 wherein the surface active agent is the polyoxyethylene ether of a long chain fatty acid monoester of sorbitan.

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Fragrance Foundation Director Speaks at Perfumers Meeting

WHEN The Fragrance Foundation was formed less than three years ago, we had a definite goal in mind: to make women more fragrance conscious, to teach them how to use and care for their products so they would use up what we knew they had on their dressing tables. This in turn would increase consumption of all fragrance items.

In the past two years, twelve million lines of fragrance information has appeared in newspapers alone—this in addition to space devoted to the products of individual manufacturers. Consumer magazines have devoted 169 pages to our message—again, in addition to brand name publicity. Every type of magazine has been educating Mrs. America—publications in the high fashion, farm, college, home service and intellectual fields as well as mass and news fields. In terms of advertising appropriation for paid space, it would have required an average of nearly \$3,000,000 each year for newspaper and magazine space alone. Our fragrance material has been in some three billion copies of newspapers and magazines—there is no yard stick for the total radio and television audience.

And that accounts for only 85% of our work: the other 15% is educating the retailer selling personnel. No doubt all of you are familiar with the monthly bulletin, *Counter Points*, which we send out for the use of salesgirls in every type of store . . . we distribute more than 15,000 copies each month.

But, you may well ask, how do we know what this adds up to—are there any results from all this propaganda?

In 1948 the Psychological Corporation survey showed that 22% of the women of this country carried perfume in their handbags. In the fall of 1950, the Fawcett Publications Beauty Reader Survey showed that 48.5% of their readers carried perfume in their handbags. And in 1951, a Charm survey raised the percentage to 59. There must be a trend toward greater fragrance consciousness when surveys show such a strong increase in the number of women who carry perfume with them.

Woman's Home Companion Magazine ran a contest

in the November, 1951, issue with very successful results. 12,567 women took the time and trouble to write 100 words on why they liked perfume, besides identifying 25 perfume bottles. The editors were as impressed by the quality of the answers as well as the quantity. One of the outstanding comments that appeared over and over again in the replies was that perfume is important to a woman's own sense of loveliness and that it is for everyday use. This is an interesting fact to note when we realize that the 1948 Psychological Survey showed that 68% of the women interviewed used perfume only for special occasions.

From a survey which we conducted with retailers throughout the country just after the 1951 Christmas rush—we had a 43% return on the questionnaire which we sent out—88% told us that their customers were more fragrance conscious this year than last.

Other industries are tying into the fragrance industry. Recent examples are the lingerie industry, handkerchiefs, and even a steam iron manufacturer is producing an iron for consumer use that will use a scented liquid.

Is Mrs. America more fragrance conscious today? We say Yes—and she will become even more fragrance conscious as we continue to have important editorial features in all branches of the press. As examples, watch for March McCall's Magazine; for April Cosmopolitan; April Harper's Bazaar.

Excerpted from an address by Mrs. Miriam Gibson French, executive director of the Fragrance Foundation, Inc., given at the February 20 meeting of The American Society of Perfumers, Inc.

Cosmetic Uses of Cera Emulsificans

(Continued from page 185)

possibilities of a cream stable to alkaline earth salts. I should explain here a point which may be overlooked. If one is making a cream depilatory the emulsion must be oil-in-water, not water-in-oil. A water-in-oil emulsion greases the skin and hair, so that the water-soluble reducing agent cannot act efficiently. An oil-in-water emulsion primarily wets the hair, so that the keratolytic can work even though a little wax or oil may be present. Strontium sulphide has been found most suitable for such products. Discolouration is reduced to a minimum, the creams are reasonably stable under storage, and the smell, while still objectionable, can be controlled and masked. . . .

Thioglycolic acid depilatories have since made headway. The odour of these can to some extent be controlled by due attention to pH. British patent 484,467 (Bohemen) refers to the incorporation of thioglycolic acid, precipitated chalk and hydrated lime in a cream base composed of 9 parts stearyl alcohol, 1 part sodium stearyl sulfate and 90 parts boiling water.⁴ Still another case of the versatile applicability of emulsifying waxes of the Cera Emulsificans type.

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The Editorial - "WE"

Time to Use "Tagged Atoms"

THE lines of demarcation between drugs and cosmetics have never been easy to draw, although lawyers may create exacting—and sometimes impractical—definitions. Borderline cases will always exist, and as interest in research aimed at improving the skin increases, the borderline will become more densely populated. Many people, in fact, believe that one of the major fields of expansion of the cosmetic industry is in the direction of products that alter, feed, degerm, or in some other manner actually effect a change of the skin, rather than a change merely of its appearance. Philip Cortney, president of Coty, brought home this point when he stated recently—and in quoting we approve and applaud—"Recent discoveries in the fields of science, biology, and medicine, have led Coty to the conviction that much progress will be made in the years to come in preventing the aging of the skin, wrinkles, and other insults of time and nature." Here indeed may be the answer to the interest of cosmetic companies in geriatrics, although many women who have not suffered from the ravages and humiliations of time can use to good advantage skin preparations of the type Mr. Cortney describes. And now Coty has come forth with a new cream containing vitamins A and D, described as the first product for the skin containing both of these vitamins. Now is the time for scientists to try once again to find the answer to the question: what is absorbed through the skin? The possibilities for new research in the field seem to us to be greatly enhanced by a relatively new tool, the use of "tracers" or "tagged atoms."

Some Ideas on Advertising Perfume

IT IS an irony that has long struck us that during the last few years, while there has been so much discussion (and here and there, a little action) on the character of perfume advertising, on the necessity of

diminishing the suggestive, the ultra-glamorous, the sexier side of this advertising, and making the appeal more conservative and factual, the perfume raw material houses have turned to their own versions of the glamorous and the suggestive. All of this is quite understandable, for a fragrance is something that cannot be described; it can only be smelled. And since words cannot describe the odor, but at best the mood that it might suggest, one is tempted to write the advertisement around such a mood. Basically, the same difficulties that beset the copywriter who is composing an advertisement for *Ciro* or *Dana* or *Houbigant* are facing the man who has such an assignment for *Roure-Dupont* or *Firmenich*. Perhaps that explains why many companies (as *Givaudan*, *Verley*, and *van Ameringen*, to name a few examples) have on many occasions turned to copy and photography only a shade removed in tone and approach from that of the fragrance houses that appeal to the public. As an example—and an excellent example, indeed—we note a recent *van Ameringen* ad: "What's in a drop of perfume? The radiant sweetness of the ingenue . . . ? The dramatic appeal of the sophisticate . . . ? The provocative charm of the coquette . . . ?" Each question is placed across a large and symbolic drop, and in each drop there is enclosed, of course, the face of a lovely female.

Television with Scent Effects

ALTHOUGH not more than a curiosity, and most unlikely ever to become a commercially possible idea, an invention for which a patent was issued last year intrigues us. The patentee is one E. I. Stern; and the title, which tells the story quite accurately, is "Television with Scent Effects." An apparatus is described that would permit odors to be released in synchronization with the action on the screen. The possibilities of telescenting seem most attractive when applied to flavor, so long as the commercials are kept within

With this issue *The American Perfumer* initiates a new section, entitled (appropriately enough, we believe) *The Editorial We*. Many are the happenings in the cosmetic and perfume industries worthy not merely of noting, which we have always done, but worthy of comment. Unfortunately, some of the best critical comment is now available only at a luncheon table or at an industry dinner. It is therefore heard only by the few who happen by chance to be in the immediate surroundings, and it comes to others, if at all, retold, diluted, or perhaps exaggerated. It is our hope to provide a vehicle not only for our own thinking on all things of interest to our readers, but to provide a forum through which we can highlight the thinking of many of our readers and of others who have something to say to them.

the bounds, of course, of good taste. "And now for a delicious cup of hot coffee," we can hear the announcer saying, between the reels of the latest imported movie, and then the aroma comes to our awaiting nostrils. What next in our age of electronics? Why, the coffee itself, of course! Just turn the spigot and a cup of java is presented, in perfect synchronization with sound, sight, and smell. Seriously, though, history is repeating itself, for two of our greatest inventive geniuses, Thomas Edison and Alexander Graham Bell, gave serious effort and thought to the transmission of scents by telephone.

Which Girl is the Grandmother?

PART of the growth of the cosmetic and perfume industry is unquestionably attributable to the widening of the age groups for which these products became not only respectable but absolutely imperative. In the early days of the wide usage of cosmetics in America, it would have been considered quite indiscreet for an elderly woman to have painted lips, and frowned upon even more strongly, as a sign of moral corruption, was the use of cosmetics by teenagers. Today, the teenage adolescent has long been initiated into the art of makeup, and it is not at all unusual to find cosmetics among the things owned and utilized—quite skillfully, but not at all secretly—by children still playing with their

dolls. We learn that the Toni Co. is marketing a home permanent for children, the formula having been especially worked out for children's hair, and the kit will contain a push-out paper-doll book so that the child will have something to play with while her hair is being waved. What makes this piece of news particularly interesting to us at this time is that it was announced almost simultaneously with a prediction by Elmer H. Bobst, Warner-Hudnut president (Warner, by the way, has been selling a home permanent for children, also) that cosmetic and pharmaceutical companies will devote greater attention than ever this year to the older age groups. Expansion thus takes place at the same time at the two opposite ends of the age poles, and if other groups of women are to be convinced of the necessity or desirability of using beauty products, it is hardly likely that they can be found by seeking them in age levels not among present consumers. While the children look proudly to cosmetics as helping them to look older, the older groups seek in cosmetics a way to look younger. If both are successful, we can well visualize the advertising appeal of the future, the slogan of which might be: "Can you tell—which girl is the grandmother?"

A Story of Scents

A SURVEY comes our way, and it is entitled, "A Story of Scents." It consists of the results of a contest run by *Woman's Home Companion*. In November 1951, that magazine ran the pictures of the bottles of twenty-five known perfumes. The bottles carried no labels, each photograph being coded with a number. Prizes were offered to those who identified the bottles correctly, and wrote a short essay, "Why I Like to Wear Perfume." The facts: 12,567 answers were tabulated, of which 56.7% were completely correct. The most correct answers were given for Beloved (Prince Matchabelli) and Evening in Paris (Bourjois), each of which scored 99.3%; the least to Magic Hour (Dorothy Gray), with a mark of 73.8%. All of which proves what? First, that this magazine pulls very well—when it runs a contest! That, of course, has nothing to do with pulling power on perfume. Secondly, that perfumes can be identified quite easily—by their packaging! In fact, we consider it shocking that 5.1% of the contestants could not identify the perfume by that

name manufactured by Schiaparelli. From the viewpoint of the interest that this contest may have generated in perfume among 12,567 readers, from the viewpoint of the space given to the subject in the magazine, and of the greater familiarity with perfumery in general and with twenty-five brands (from the outside, at least) in particular, the contest was no doubt a success. But it certainly indicates to us nothing whatsoever about the interest or familiarity with either fragrances generally or twenty-five fragrances in particular, on the part of the contestants. As a matter of fact, it merely shows that 12,567 people knew how to look at a picture of a bottle, knew where to find the actual labelled bottles, and had the intelligence to compare the two. "I enjoyed running in and out of the stores looking for bottles," wrote one contestant. We are sure that "a good time was had by all," as the *Companion* writes in a promotion piece about the contest, but we rather doubt that "the ladies proved themselves to be quite 'perfume-wise'." Maybe they are, but they didn't prove it by this contest.

A Useful Reference Book

AN EVENT of signal importance, and one deserving the plaudits of the entire industry, is the publication of a new edition of The Merck Index, the first new edition since 1940. The developments in chemotherapy during the last decade, and particularly the scientific advances in the realm of antibiotics, make this a most timely and necessary step. One would have to search far and wide, not only in the chemical but in any field of endeavor, to find a publication of a single company that has become so universally accepted, so indispensable, as The Merck Index. First published in 1889, the new edition (released in February) constitutes the sixth, and is a complete revision. Despite its primary usefulness to manufacturers of drugs and to pharmacists and physicians, rather than to those engaged in the beauty products industry, we can say that it is a reference almost as necessary as a good unabridged dictionary.

Write to Your Congressman

"WRITE to your Congressman." How often we are told this, how seldom we do it. But Congressmen do read their mail, or at least have it read for them by someone

who reports on the sentiment on any particular question. Unfortunately, many of us leave the writing to those who have some special grievance, or to some highly organized group, and the legislator's mail, we suspect, may fail to reflect the sentiment of many stolid citizens. We pass on, with enthusiastic endorsement, an appeal from F. K. Goudsmit, chairman of the Export Committee of the Essential Oil Association. As a result of government retrenchment, the Department of Commerce, in its monthly export listings, has since July of last year been unable to list shipments valued at less than \$10,000 by individual country. These shipments now appear lumped together, as monthly exports to unspecified countries. Formerly, the combination was given only for shipments valued at less than \$1,000. According to Mr. Goudsmit, it would require an extremely small sum of money to reinstate the former and valuable procedure, and he suggests that businessmen write to their Congressmen, so that Congress shall be made aware of the value of the more detailed listings, to the end that the money required might be restored to the budget. We don't know what sum is involved, but in the total American Gargantuan budget, it can hardly be noticed.

Society of Cosmetic Chemists Scores Again

NOT a new publication, yet new enough to be noticed and congratulated, is the November 1951 issue of The Journal of the Society of Cosmetic Chemists. This is the first British issue of The Journal, which hitherto has been published exclusively in the United States, and as such The Journal becomes the first international publication in our industry. The British issue was edited under the able leadership of F. V. Wells, associated with whom on the publication committee was H. W. Avis and James Bather. Articles cover a variety of subjects: emulsions, chlorophyll (unfortunately abbreviated), keratin fibers, bleaching creams, among others. But nothing better illustrates the genuinely international character of the Society itself than the simultaneous publication in the two great English-speaking countries of different issues of The Journal. To the Society, in England, America and elsewhere, our congratulations on a worthy achievement!

WHAT THE

RETAIL BUYERS REPORT

Perfumed Sample Blotters Increase Sales; Suburban Trend Aids Smaller Fragrance Manufacturers

JEAN MOWAT

Chicago—Easter perfume sales may easily be increased, if the results reported by St. Louis, Minneapolis and Chicago buyers are any indication of co-operation between the maker, the retailer and the customer.

"We find that a sample blotter with a perfumed corner does more to produce sales than our paid advertising," was the report at Sonnefeld's, St. Louis. "We try to make the manufacturer realize this but too many of them are of the opinion that this adds expense without adequate return."

When the blotters are enclosed with the bills, it was pointed out, there has been a sufficient time lapse for the actual fragrance to remain and give the woman a true idea of its value to her and her family and friends. Sonnefeld's states that following the mailing of such information mail and telephone calls always produce a fair sale and prove that this is a direct manner of selling, with good satisfaction to the customer.

Samples for the Suburbs

With the growth of the outlying suburban stores and its smart shops which many times out-style those of the "parent," there is a new demand for fragrance. Some stores, which maintained dram departments, especially in smaller centers such as Evanston, Ill., and Clayton, Mo., found that to carry a sufficient stock of such fragrances was highly expensive. The purchase was usually a quart, and the purchase of bottles, stoppers, etc., and an excellent saleswoman was essential, just to start.

As these departments have dropped out and the sampler perfumes have come in, several of the "fringe" manufacturers have developed an idea which may yet give a lift to the fragrance industry. The sale of purse size fragrances at \$1 or \$1.50 is having an excellent consumer response, and a \$1 is spent for such a bit of luxury without much question. It also serves to in-

troduce a new fragrance, and to have an immediate reaction from the customer. These smaller makers have not bottled in large containers, nor are they offering re-fills.

"It would cost us more to make up refills than it does to do the bottling and ship it out," said one of the manufacturers whose \$1 purse vials in four floral fragrances is enjoying a business far beyond what was expected. Another factor which makers might realize is that approximately only a drop is released at a time, so that the fragrance lingers, is fresh, but never "heady," which happens too often when the bottle is used.

Leaker Trouble

Several of the drug stores which cater to hotel trade, and especially that of the transient traveler who likes to take home a gift, report that "leakers" is the pet peeve they have. In fact, several of these men and women are opening all packages, with great care, to determine how the bottle has stood its trip as well as packaging, before selling.

"It is always difficult to determine whether the bottle is a leaker," said a buyer for one of the exclusive drug stores in a large loop hotel, "or if the package was cleverly opened and some of the contents tried. We've found it expensive to replace such bottles, so that as far as possible we now open the packages and make the initial inspection. It has saved us costly replacements, for the package is then sold either 'as is' or returned to the maker. We prefer the latter as then we are really 'in the clear.'"

Atomizer Tops

The average woman who purchases a cologne with an atomizer top to attach knows little about the mechanics of operation. She buys at a reputable store and expects that the top, when attached to the bottle, will give her the necessary fragrance when she squeezes the bulb. Buyers will not take the blame for failure, altho for a good customer an adjustment and usually a fresh bottle is given. Buyers maintain that

First quarter's sales generally meet last year's "scare purchase" totals or surpass them.

Consumer demand for liquid cleansers and make-up is growing steadily.

Exceptional spring and summer volume in creams and lotions this year is indicated; resistance against hormone content crumbles.

these tops are not always purchased for the exact top on which they will be used, and that there is spillage and leaking when the contents are squeezed.

It is making the average buyer of colognes wary of purchasing such a unit. Yet despite these retail complaints the gay and colorful atomizers which do work are far from the section where the colognes and fragrances are sold. When this is called to the attention of a buyer the answer:

"We keep all our glass, mirrors, brushes, etc., together." Now it is true that the atomizer is glass, but why not show it with the product for which it was designed? That is an idea the maker of these might get "across" to the buyer and both of them find the result profitable.

Summer in Winter

Psychology in the selling of fine sheer dress fabrics is better understood than it is in the cosmetic department, yet both are shooting for the same type of lazy summer days. The first blizzard, snowfall or sleet storm in February-March is the signal for the fine organdies to be advertised in the daily press. Women flock in to buy. The cosmetic department takes little note of this, yet it has the oils, the protective creams (many of which are needed in March) to make summer a time to remember, but do not feature them as anticipatory buying. In the South such protection is needed in late Feb-

ruary and yet the retailers fail to promote it. The answer by one buyer in Detroit was probably the clue, "we're too busy with half price sales."

Private Labels for New Sales

Each year there are new buyers who enter the cosmetic departments, but few of them who are in larger stores have any realization of the importance to their own customers of the store's name on its private brand merchandise. For the department it permits a good mark-up. It can also be used for an extra *pm* for the sales person and for the larger store, with a wide customer coverage, it insures a woman with new confidence in the purchase.

"The one point that must be kept in mind in such cosmetic presentation," said a buyer who has found this one way of maintaining and insuring his department of a good income throughout the year, "is to have the entire store back of it. We have developed special fragrances which are exclusive with our private brands and find that these will sell for less than the national brand, since the heavy advertising expense is not included in the purchase price. They produce for us a good repetition of business. Our private brand business is good and we like it, as do our customers. The product is fine in quality and the packages simple in the extreme, but designed for the product."

Perfume, Hair Products Unseasonably Strong; Liquid Cleansers, Chlorophyll Items Hot

DON COWLING

Los Angeles—Highly encouraging to perfume manufacturers and importers is the fact that Pacific Coast perfume sales continued good in January and early February. The looked for seasonal slump was much shallower than was expected. Even large sizes in expensive perfumes sold well, and practically all stores placed good orders to cover perfume stocks depleted by holiday sales. Returns generally were definitely much less than last year.

Hair goods continue to add substantially to toiletries receipts. Tints, wave sets, color shampoos, all enjoy steady sales.

On the other hand, Valentine Day specials and promotions insofar as the toiletries sections are concerned, were a flop. Consensus is that such special packages create barely a ripple of interest. One large and important perfumer, at least, recognized this lack of interest on the part of the buying public, and instructed all salesmen to refrain from arranging cooperative advertising for Valentine Day or Mother's Day. This particular product is listed in the high price bracket; sponsors of more popular priced items are still trying for a special shot in the sales arm via Valentine Day and Mother's Day, with not much success.

Liquid cleaners are beginning to zoom on the Coast. One buyer says that the bulk of her sales on this item are to younger women and girls, and she predicts a steady increase in the sale of liquid items; makeup as well as cleansers. She feels that the coming generation has

no allegiance to the older types of skin cleansers and makeup, and are attracted to the liquids in preference to "gooey" and greasy semi-solids. Another buyer (San Francisco) says that anything with chlorophyll in it is hot in her department. She predicts a steady increase in sales figures on such items. A top store in the Bay area is planning a promotion on a tap type purse dispenser for hand lotion. The container holds two drams, and releases a dab of lotion on the back of the hand when tapped, like a purse perfume dispenser. The article has not been launched, but the buyer, her salesgirls, the advertising department of the store, and the newspaper beauty editor to whom the kickoff announcement has been entrusted are all highly optimistic.

Buffalo Toiletries Volume Dips

MAGGIE FLEMMING

Buffalo—Aside from a slight flurry for Valentine purchases, the general totals in toiletries departments of all but one department store took a whopping nosedive, far surpassing the usual slump that is anticipated for February. But this slump was shared by other departments of these stores, too. Taxes were not judged to be half as responsible for this as was the week-by-week increase in the cost of food.

Department and drug stores consulted on movements of hair-beautifying merchandise reported a marked decrease in Tintair purchases, thought to be caused by the

reduction in their national advertising. The same reason was blamed in the falling off of Shadow Wave purchases. Repeat sales of Shadow Wave have suffered tremendously due to the wave solution transforming many varied textures of hair into a tangled mass that defies combing or other ways of making it manageable. Unless the solution itself is modified, or application instructions improved upon, it is thought that this product will have a difficult time making a place for itself in the hair-goods market.

Miss Joyce Price, new toiletries buyer at the Wm. Hengerer Co., reported that Rubinstein's hormone cream and oil were still holding their own at \$3.50, and that Dorothy Gray's lipstick duo and Frances Denney's Beauty Strap were the two outstanding best sellers of the entire toiletries department.

Only store to experience an increase in business that exceeded their figures for this time last year was J. N. Adam. Perfumes have continued to hold the new gains they began to reflect in the store last Fall, the "name-brand" finding preference over those less known. Lamour's Color Comb is the top hair-coloring item at this store, its tremendous popularity stemming from the fact that it has found as wide an acceptance among men as among women. Hair-coloring solutions of a temporary nature which will wash out are far more in demand here than those of the permanent, lasting type.

H. J. Conner, J. N's toiletries buyer, recently conceived and launched a new, sales-stimulating promotion on Revlon lipsticks, never staged anywhere before and roundly applauded by the Revlon Company.

A 3-col. x 12-in. ad in *The Sunday Courier-Express* proclaimed that J.N's "guarantees to never be out of your favorite shade in current Revlon lipstick." Listed were 13 shades of Revlon's indelible-creme lipstick and 32 shades of Revlon's regular creamy lipstick, each at \$1.10 plus tax . . . along with the information that any customer not finding the color of her choice in these 45 current shades would be given a Merchandise Certificate for the equivalent value for any other merchandise in the store. Naturally, responsibility had to be disclaimed for any shades which Revlon has discontinued. The promotion was highly successful, not alone in monetary sales, but as a very progressive step toward line-and-store identity.

Hormone Cream Sales Brisk as Consumer Resistance Crumbles; Bill-Enclosed Leaflets Bring Results

LEE MCKENNON

New Orleans—Cosmetics packaged with hearts and flowers for the valentine season sold quite well here. Elizabeth Arden's sachet, perfume and soap in heart-decorated containers drew attention and sales, one buyer happily reported. A small gift sale often brings the recipient and the giver back for more items of the same line, another buyer confided.

Skin Creams Sell

In spite of the unusually mild winter here this year, Antoine's Skin Cream sold briskly following a Sunday newspaper ad regarding the cream's properties and advantages, the buyer says. Buyers are unanimous in approving local newspaper advertising. Another type of advertising that has their vote is the leaflet which can be mailed out with the monthly bills. Endocrine has a folded sheet, showing a skin patch under the microscope before and after using the hormone cream. This was used at one store in the mailing and the results were gratifying. Another leaflet the buyers like is the Aralinn "Questions and Answers about Aralinn." It is concise and helpful, they report. Helena Rubinstein's booklet with indexed pages on dry skin, oily skin, etc. is highly attractive to the customers and often leads to sales.

Hormones are still attracting the attention of the customer when included in a cream and so advertised. One buyer says she definitely likes to stock up on creams which have a well-advertised hormone content because the customers buy it in greater quantities.

That little extra something is still paying off, according to the buyer in one of the larger department stores. She says that Yardley's soap,

boxed three bars together with a small English Lavender scent stick, is going well and she is convinced the gift of the stick is greatly re-

brought many inquiries into departments even to those which did not carry the particular brands mentioned in the article.

Demands have been fairly regular for everyday items of beauty care. Several department buyers report that there is less interest in in-



Combining business and pleasure, Bernard T. Maldonado, president of Dusharme Products, Inc. of Minneapolis, Minn., and Mrs. Maldonado, receive their tickets at Miami International Airport for a Clipper trip to Havana. Mr. Maldonado saw customers for his beauty products—and did a little sight-seeing—during a week-long visit to the Cuban capital.

sponsible. Yardley's soap is a steady seller, but the little bonus adds impetus.

Richard Hudnut's Child's Home Permanent kit goes well. Mothers, cooperating with daughters who desire curly hair, buy it in good quantities. Other home permanent kits and refills are also doing well.

Liquid deodorant is still the top seller in that field, a buyer reminds, but stick deodorants are gaining. Whether the liquid will ever be overtaken by the other types is anybody's guess but the plastic squeeze bottles gave liquid deodorant an added boost and the customers buy it repeatedly, the buyer reports.

delible lipsticks . . . which took the country by storm some months ago. They report customers have complained about the lipsticks' drying qualities and that they did not stay on much better than regular lipstick. Demands are dropping off in indelibles and picking up on standard mixtures.

Cosmetic Cinderella Story

Another success story for Dallas in the cosmetic world was brought home by a visit from Marian Blalac who started her cosmetic line 14 years ago with only two jars of cream. She sold the first two to Ina Claire and Gertrude Lawrence. Today her line is sold throughout the United States. The establishment of her line at Dreyfuss & Son together with a personal visit brought many women into the department.

Valentine sales were slightly lower than last year's, most department store and chain drug buyers report. This is the first time in many seasons that sales have not shown a jump over the previous year's. Popular explanations for this drop are that all business is somewhat off right now, and that people did a lot of "scare" buying around Valentine in 1951, and have many things still left over.

Dallas Stores Undertake Extensive Promotions; Standard Lipsticks Up, Indelibles Go Down

JEAN ROBERTS

Dallas—The majority of the stores are holding big promotions right now. More and more space is being used by cosmetic departments in the newspapers and on the radio. Clerks believe that women buyers are very much influenced by the names they meet by reading ads and that they are apt to ask for an

item by brand name rather than to shop through the department. National advertising is influential, but local advertising must be used alongside to be effective, people who work in the department believe.

Dallas papers continue to give much editorial space to cosmetic products and this always increases demand. An article on home facials



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Advertising, for the most part, featured items which manufacturers were offering at special prices. Not too much promotion was done for Valentine's Day except display within the department, though Sanger Bros.' mailing piece on Houbigant's "Beau Charmer," a combination of creme and liquid cologne packaged as a valentine gift brought good results. But most of the advertising emphasized creams, lotions, astringents and related items of beauty care rather than glamour.

Cincinnati Sales Meet Last Year's Figures

MARY LINN WHITE

Cincinnati—Most local retailers report that sales figures duplicate those of last year, or nearly so. This is quite an accomplishment, considering the scare purchases then prevalent. It is the half-price sales of treatments that does it. Though nationally the Tussy promotion of Wind and Weather Lotion at half price has been continued, apparently because the supply is not exhausted, at least one Cincinnati store sold out of it. Dorothy Gray's two-lipsticks and lotions and Frances Denney's oil-blend have done outstandingly well, along with Lucien Lelong's spring and summer cologne reductions (Mabley and Carew).

Expected to be equally successful are Elizabeth Arden's specials on hand cream, lotion, and hormone treatments. Apparently any reluctance which Cincinnati women may once have felt about using hormone treatments is completely dissipated, for every store featuring Helena Rubinstein's hormone twins in the half-price season had gratifying sales.

Though Pogue called Jacqueline Cochran's Flowing Velvet its greatest treatment, it stressed that Endo-creme, in a new oil form, should be a good, solid item. (The buyer mentioned its possibilities for men, as preferred to a cream.) This store is a great believer in imports, for in addition to some of the perfumes (Nina Ricci), they import a hormone serum and a Swiss nail polish remover. Pogue has been running a promotion of John Robert Powers liquid cosmetics, a line previously held exclusively by Shillito's. Both stores expect to benefit by the change.

With a Denney representative and a mailing of 25,000 double

postal cards, Shillito planned a push for the invisible chin strap that's been a constant seller ever since its introduction in the city. Barbara Gould also plans a moisture oil and cream visit by a representative at Shillito. Helena Rubinstein's five-lipsticks-for-50-cents, which will start here in March, will get the full treatment from all stores carrying the line. It's expected to catch all the women who haven't previously used her stay-on lip pigments. It is likely to exceed expectations.

Because of the one-day nature of Valentine sales, they were not pushed. However, Lever Brothers' Shadow Wave is receiving extensive backing on all media, and one buyer gives it "just three months to be tops." Prom, the non-neutralizer wave, has just about nosed out Lilt for current top place here. Toni was the previous favorite, but the simplification of the process, which seems less trouble with each new wave, makes each successive one surpass the one before in popularity.

Growing Cosmetic Market Seen in Women over 40

Unrealized opportunities in the growing market of women over 40 years of age, as life expectancy increases, were seen by Alice Mathews, cosmetics buyer for Mandel Bros., Chicago, at a recent meeting of the cosmetics division of the Fashion Group in New York, N.Y.

Dr. Erno Laszlo, head of the Laszlo Institute for Cosmetology, who pointed out the harm of using cosmetics indiscriminately, stressed the need for an intensive educational campaign for the correct use of make-up.

Increased Use of Deodorants Shown by Fawcett Forum

Increased popularity of deodorants and anti-perspirants over the past decade, continued universal use of lipstick, and a drop in rouge, face powder, nail polish and mascara usage is indicated by a survey by Fawcett Publications among women readers of True Confessions, Motion Picture and Movie Story magazines, said to cover a cross-section of readers of all ages.

According to the survey, deodorants and anti-perspirants were used by 92 per cent in 1941, 96 per cent in 1951; lipstick, 98 per cent in 1941, 99 per cent of the forum readers in 1951. However, rouge usage

dropped from 85 per cent to 5 per cent; face powder from 99 to 84 per cent; mascara from 55 to 48 per cent; cleansing cream from 80 to 64 per cent; and nail polish from 97 to 91 per cent over the ten year period. Perfume use, which was first reported in 1943, dropped from 67 to 63 per cent over the eight year span. Among permanent waves, professional permanents dropped from 77 per cent in 1942 to 28 per cent in 1951. However, home permanent use increased from 17 per cent in 1944 to 42 per cent in 1951.

Ruby Red Dentifrice made in England Now Sold Here

The wine colored toothpaste which is intended to rose tint the gums to match the lipstick made by Gordon-Moore of England is now on the American market and is being distributed by Manufacturers Marketing Co., Inc. A special flavored tooth paste for children will be offered later.

1952 Philadelphia Cosmetic Show Set for August 24-29

The annual 1952 Philadelphia Cosmetic Show will be the week of August 24 through 29 at the Benjamin Franklin Hotel, it was announced by Jon E. Stein, Dana Perfumes, president of the association.

Factor Executives Confer in Foreign Offices

Trips to Max Factor's foreign offices by the concern's major executives mark the intensification of the concern's foreign trade promotion.

Mr. and Mrs. Max Factor, Jr. accompanied by Jack Klein, managing director of the company's British sales division, flew to Mexico City to inspect the new Max Factor factory there.

Michael Harris, Max Factor Hollywood vice-president in charge of exports, recently left for Venezuela, Colombia, and Panama for sales conferences with the company's distributors in those countries.

Sid Mier, European export sales manager for Max Factor Hollywood, returned to his office in Bournemouth, England, after a two month stay at the Hollywood office.

Max Factor Hollywood home office executives Leon Levi, Jack Mier, and Alfred Firestein spent several weeks in Toronto conferring on sales and advertising programs with the staff of the company's Canadian branch.

NEW PACKAGING and PROMOTIONS

KING'S MEN LTD. offers dealers a new counter display case for its men's toiletries line. Construction is leatherboard masonite.

CHARBERT offers Three to Go, three spillproof one dram perfume flacons in different fragrances, at \$2, through May 15.

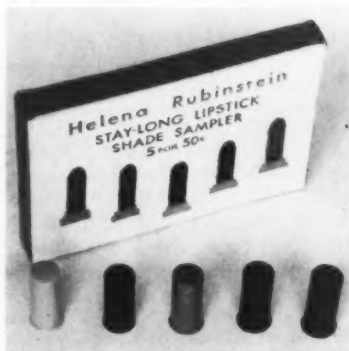
NORTHAM WARREN CORP. has a new floor display stand for self-service of Cutex and Odorono products. Designed especially for drugstores, it is made of metal with an enamel finish. Three front shelves for mer-



New self-service display stand

chandise are perforated for easy cleansing, have wire hangers for carded lipsticks, and come with price sticker channels for printed text and color cards to be supplied by the concern. Containing \$107.92 wholesale in merchandise, the additional charge is \$10, but the stand comes with \$10 in wholesale bonus merchandise. Promotion of Cutex's Stay Fast lipsticks will be intensified. Two Stay Fast display units, each holding 26 lipsticks, are being distributed. Cutex will launch its newest nail polish and lipstick shade, Strike Me Pink, with a full color page in nine national magazines.

HELENA RUBINSTEIN offers Contour Lift Film, containing oils and astringents, for night and by applica-



Rubinstein lipstick sampler package

tion to face and neck. It is said to combat lines, wrinkles, flabbiness and puffiness, while being completely invisible. It sells for \$5. Also new is Stay-Long Lipstick Shade Sampler, an assortment of five differently colored lipsticks in plastic tubes selling for 50 cents. A guide on the back of the box matches each lipstick with fashion colors.

EVYAN is employing a single organization, Surf Club, Miami Beach, Florida, as only outlet for its Surf Club perfume. Bottles are numbered and registered and are packaged with the club insignia.

JOHN HUDSON MOORE, Inc. is making a limited time combination offer of the 4 oz. size of Sportsman Shaving Lotion, regularly \$1, and a tube of Sportsman Shaving Cream, either lather or brushless, regularly 60 cents, together for \$1. Free window, counter displays and newspaper mats are made available.

CHARLES ANTELL is launching a television and radio network promotion for its lanolin and hormone hair product Formula 9. An introductory combination offer comes in two sizes. The regular \$3.98 size is now \$2, the \$4.95 size is \$3. Both offers include free additional bottles of Antell's new lanolin and hormone shampoo.

BYMART-TINTAIR is launching its latest product, Clo shampoo, in Miami with a newspaper and radio advertising program. Emphasis will be on the chlorophyll product's odor-removing properties. It is said to re-

move the odor of permanent wave fluid from the hair. The product may be used in soft or hard water and will be marketed in three types: for oily, dry and normal hair. A companion piece to Tintair, it retails at \$1 for a six-ounce bottle.

ELIZABETH ARDEN is introducing pink colored Ardena Hormone Hand Cream with a special combination package. For a limited time, an one oz. size of the cream and a four oz. bottle of Blue Grass or June Geranium Hand Lotion will sell together for \$1.95.

CUTICURA is introducing a new shampoo.

LENTHERIC is marketing a new scent, Pink Carnation. Extract sells for \$4 per 1/2 oz., Bouquet for \$1.25 per 3 1/2 oz., and Bath Powder for \$1.25. A special \$2.50 gift set consists of bath powder and the 3 1/2 oz. size of Bouquet, and comes with a posy. Lentheric's Floral Quinet consists of half-ounce bottles with five different scents, in an awning striped green and white package, resembling a flower stand. Floating clouds on a blue sky may be seen through the bottles. The price is \$1.25.

MENNEN is introducing a 98 cent Baby Magic Skin Care package.

PHARMA-CRAFT CORP. has repackaged its Heed spray deodorant in a poly-



Repackaged Heed deodorant counter display ethylene pastel squeeze bottle. The re-formulated product sells for 39 cents per .79 oz., 59 cents per 1.20 oz.

TUSSY's three new Charme Rose items for Mother's Day are Glamour Set, Lotion, and Lotion Purse Dispenser. Glamour set, with two-ounce bottles of cologne and lotion,



Tussy's Charme Rose Glamour set

has rose die-cuts revealing the roses on the bottles. The cap are made of gold plated plastic. The price is \$1.50. A separate four ounce size of lotion is \$1. A plastic refillable lotion purse dispenser, 3/8 ounce size, with brass cover is \$1.

RILLING-DERMETICS, INC. has a one piece bevel-lock constructional frame window display for Rilling Professional Waves.

GERMAINE MONTEIL launches Red Flash lipstick and matching rouge. The lipstick sells for \$2, refills for \$1; the Cream Rouge is priced at \$1.25 and \$2. French Rose, its new spring and summer lipstick and rouge, is similarly priced.

ANN HAVILAND will undertake a campaign for its Perhaps line of perfume, toilet water, soap and related bath items. Trade and consumer publications will be used.

SHULTON has redesigned its Desert Flower Purse Perfume dealer display card in white. Each card holds six \$1 bottles by an elastic cord.

HOUBIGANT is introducing a stick deodorant in its Royal Fern fragrance. Intended for both men and women, it contains chlorophyll and is said not to interfere with normal perspiration flow. The container is forest-green. The price is \$1.

DUBARRY has started distribution of Flatter Face, a new compressed powder in a hinged, pink plastic case with mirror, puff, and folding carton. The powder comes in four shades. Retail price is \$1.50. A new

DuBarry promotion package is Pretty Plus, combining the \$1.25 disc of Sophisti-Creme in a pink plastic container with a 1/2 oz. sample size of Penetrating Cleanser in a refillable polyethylene bottle. The package retails for \$1.25.

ALMAY, a Schieffelin & Co. division, is distributing Stay-Tru, a new lipstick in nine shades. It sells for \$1.10.

LOKI, INC. is tying in with new Loki Flats shoes. With each pair of shoes comes a sample vial of perfume.

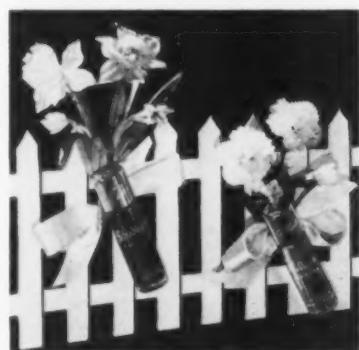
JULES MONTENIER, INC. is introducing Stopette Poff deodorant body powder with a special combination package, consisting of the regular Stopette 2 1/4 oz. bottle of spray deodorant, regularly a \$1.25 seller, and the new \$1 product, together for \$1.75.

MARY CHESSE is preparing its annual toilet water promotion. A fall campaign is also being scheduled.

LANCOME SALES, INC., will give its star promotion to its latest perfume, Magie. Two other perfumes, Qui Sait and Tropiques, will also be distributed in the United States. All fall in the popular price class. Marketing will be on an exclusive basis with specialty and department stores.

BARBARA GOULD is introducing a new spring shade, Spicy Pink.

MATCHABELLI's new display, Spring Garden, is a picket fence holding twelve purse containers of a variety of perfume scents, each with a corsage. A miniature florist's box is supplied for each dispenser. In



Matchabelli's picket fence display

1 1/4 dram dispensers, Beloved and Crown Jewel sell for \$3, Stradivari sells for \$2.50, and Duchess of York for \$2.

COTY is launching Instant Beauty, a liquid, tinted make-up foundation

which comes in six shades ranging from pastel pink to tan. Promotion stresses the "natural look." A .34 ounce trial bottle will be given free of charge, for a limited time, with each purchase of \$1.25 Air-Spun face powder. The regular size of Instant Beauty comes in an unbreakable plastic 1 1/4 oz. bottle at \$1.10.

GUERLAIN is marketing Vol de Nuit Eau de Cologne at \$4.50 per three ozs., \$7.50 per six ozs.

D'ORSAY will start a post-Easter promotion of Try-Packet, an introductory set of three fragrances.

CHARLES OF THE RITZ furnishes gift cards tying in with special occasions.

NESTLE-LEMUR is marketing Lite shampoo, a non-ammonia hair light-



Nestle's shampoo hair lightener

ener. It is claimed to lighten hair from one to ten shades in from five to twenty minutes. The price is \$1.50.

DOROTHY GRAY is introducing a new hormone treatment, Remoldine, at \$5 per four ozs.

PILCHER is distributing \$2.50 compacts with compressed powder. Refill and puff sell for 50 cents.

MAUVEL is distributing a new display holding one dozen Lavista packages, each a celluloid container holding ten discs which expand into wash cloths when wet. They sell for \$1.

DAGGETT & RAMSDALL will continue its yearly spring special of \$2.50 eight oz. size of Golden Cleansing Cream at \$1.25 and its \$1.50 three oz. size of Night Cream at 89 cents through April 30.

New Products and Developments

Trial Lots of 3-aminopropanol

Trial lots for the evaluation of 3-aminopropanol have been made available by the American Cyanamid Co. Its properties are similar to those of other amino alcohols having primary amino and hydroxyl groups. However the three carbon separation between the two groups results in behavior more typical of the individual groups than is found in currently available amino alcohols. It is suggested that this product be investigated for use in the synthesis of soaps and other surface active agents.

Stabilizing Agents

A plant is being operated in the shipyard areas where Irish moss is purchased and processed by Phenix Pabst-ett Co. to make stabilizing agents and emulsifiers used in the manufacture of ice cream, pharmaceutical items, etc. The company is a subsidiary of Kraft Foods Co. Products of the latter, Kraystay types C and S, are used to suspend and disperse insoluble materials in cosmetics and other preparations.

Colloids Out of the Sea

A new line of products called Sea-Kem, colloids out of the sea, is offered by the Seaplant Chemical Corp. which absorbed the former seaplant products division of the Krim-K Corp. The colloids are available in a variety of types suitable for a wide range of gelling, binding, bodying, thickening, suspending, stabilizing, modifying and precipitating purposes. They are basically refined hydrocolloids obtained from sea plants mainly Irish moss.

Protection Against Corrosion

Industrial Wax 6119 applied by conventional dip, spray or brush method to all types of metals inhibits corrosion according to S. C. Johnson & Son, Inc.

Thermometer Magnifier

An ingenious magnifier, equipped with spring clamps so that it easily snapped onto any standard thermometer is offered by Fisher Scientific Co. It magnifies a two inch section of the thermometer and may be read six feet away it is stated.

Squeezable Reservoir Burette

A new burette unit featuring a polyethylene reservoir which re-



Squeezing the Reservoir

quires only a squeeze to fill an automatic self-leveling burette is announced by the Hagan Corp. The new units are available in 25 ml. and 10 ml. sizes graduated to tenths of an ml.

Paper from Glass Fibers

Paper composed entirely of glass fibers has been made by the National Bureau of Standards in cooperation with the Naval Research Laboratory. It is said to have high resistance to heat, moisture, chemicals and micro organisms. Its present application is for air filters.

Trade Literature

The Spring 1952 price list of Lanitis Bros. Ltd., 17 Roosevelt Ave. Limassol, Cyprus which is represented in the United States by

the Calvert Mills Co., 15 Whitehall St. New York, N. Y. has been issued. It lists essential oils, isolates, fatty oils, perfume bases, oleoresins and resinoids, fixators, gums, soluble essences and compounds, soap and dentifrice compounds and tobacco essences. Numerous illustrations add to the value and interest of the list. This is known as Catalog A (a). A supplementary catalog No. 1, covers hydrosol flavoring essences and perfume bases, entirely non-alcoholic. The supplement has 8 pages.

Properties and uses of Hercules CMC gum are given in a well compiled 24-page booklet issued by Hercules Powder Co.

The permeability of polyethylene plastic bottles is covered in an informative article in the January 1952 issue of Schimmel Briefs. A copy may be had by writing to Schimmel & Co. 601 W. 26 St. New York, 1, N. Y.

Ising Standard Synthetics are listed in a leaflet which has been published by the C. E. Ising Corp., Flushing, N. Y. The list contains timely suggestions for Spring and also describes a number of the company's specialties.

No business can expect to carry on into the future by resting on its accomplishments Neumann, Buslee & Wolfe Inc. point out in their latest well compiled and neatly bound wholesale price list. All business must constantly look ahead and plan for the future. Such planning and research it is pointed out are vital parts of the company's day to day work. Products the company manufactures and sells, it is added, are the result of over 30 years of experience and progress. Products listed are essential oils and basic materials, flavoring specialties and flavors, colors, perfume bases and other items. A reference guide for the trade gives handy conversion data. A copy of this useful list may be had by writing to the company at 5800 Northwest Highway, Chicago, 31, Ill.

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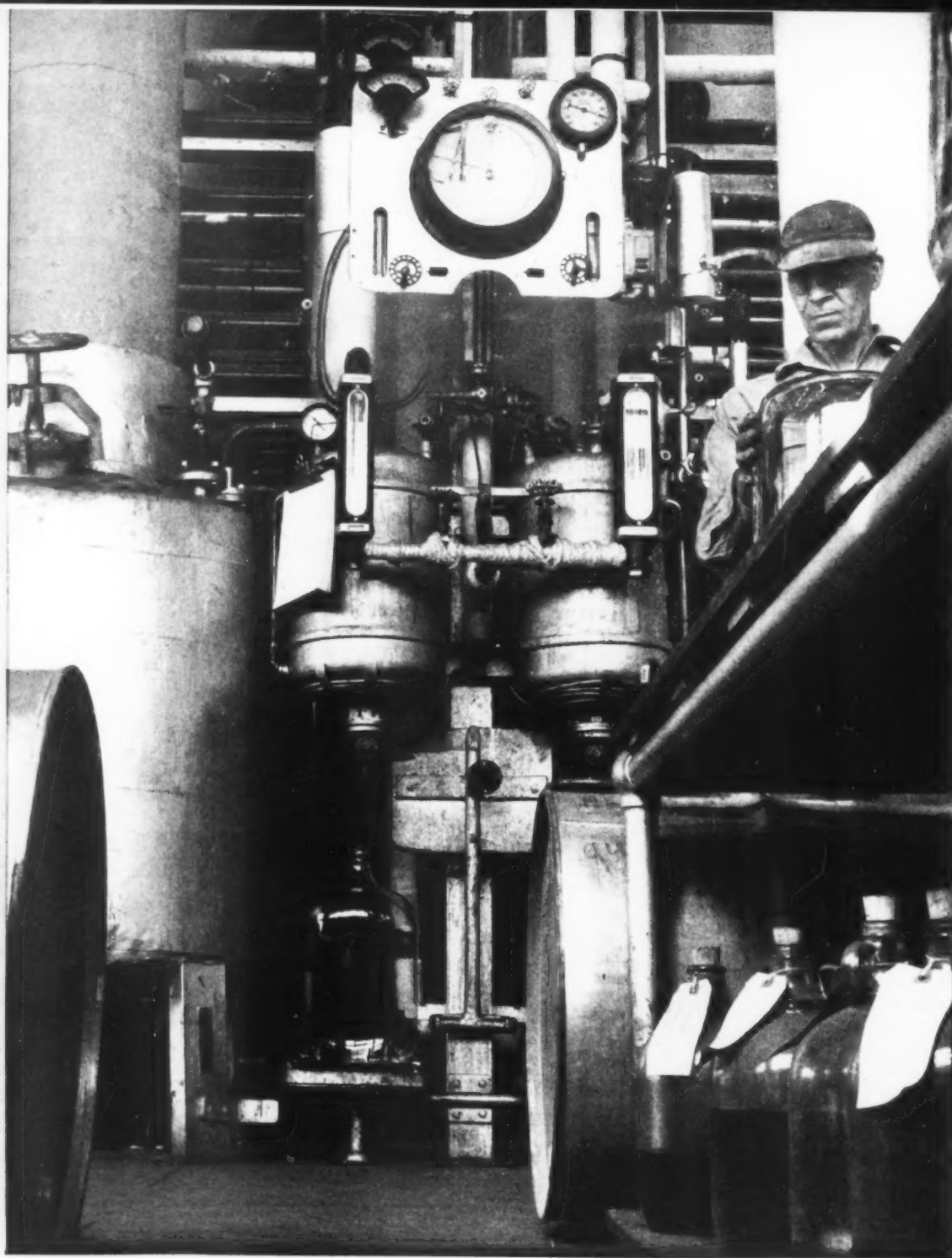
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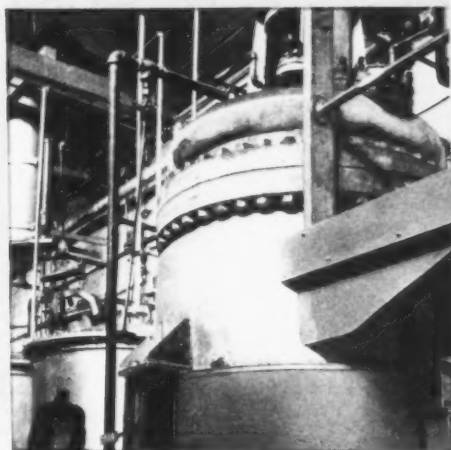




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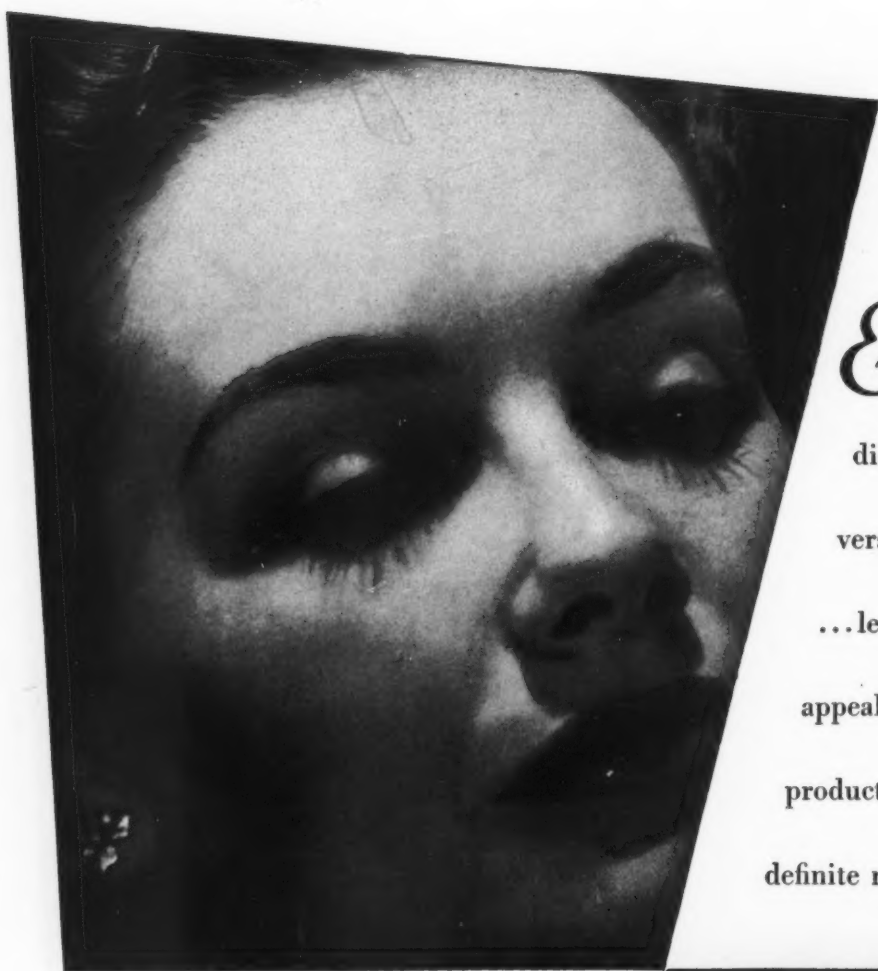


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Hints for Improving Production

How to introduce the new worker to his job. . . . A practical program based on industrial management studies suggested to bring out the best in an employee for his own and the firm's good

IT is always best to have a plan of orientation worked out for new employees. In the months ahead we will find it necessary to orient such new workers as quickly and efficiently as possible. A program is even more a must than ever before.

Such an introduction from the company and to his job should cover several important points:

1) A welcome by a company official. Such a welcome given with sincerity and genuine purpose will establish a friend in "the front office" for the new worker.

2) He should be told about the company, its history, its position in the industry and what it has accomplished, either personally or with a printed or mimeographed piece. That helps to instill pride in the firm and in the products he helps to produce.

3) He should be introduced to company personalities, made acquainted with them accurately and not through some plant grapevine of distortion.

4) He should be given a description of the plant and organization so that he may more speedily become acquainted with every phase of the plant's operation and how his job ties in with the whole.

5) Timekeeping and payroll procedure, bonus schedules, wage rates, employee benefits, etc., should all be explained in detail.

6) Where union affiliation is existent it should be made certain that he understands this fully.

7) All employee service the plant has available and offers its employees should be explained in detail.

8) Safety and health rules should be given him and his immediate supervisor should make it a point to supervise these and explain them in detail.

9) Proof of the plant officials' interest in his personal welfare should be given this new employee

constantly during his first few weeks of employment; the time when crucial impressions are made and developed . . . impressions that will ultimately establish his true value as a member of the plant payroll.

Where it is possible to do so it is excellent procedure to offer all of this material in the form of an employees' handbook which may be either printed or produced by a duplicating process.

Such a program of introduction should also include orientation on such points of policy concerned with promotions, transfers, layoffs and demotions.

The plant with a definite policy of promotion from within the organization should make the most of this policy. The man who knows that the extra effort he puts forward toward doing a better job will be rewarded with promotion and that such are not made from outside of the organization unless necessary, will get off on the right foot.

The new worker should have a clear understanding that just as diligence and enterprise will reward him with a better job in the organization so also will the lack of these qualities result in a speedy demotion.

Part of the introduction of the new employee should be an effort by supervisory personnel toward determining the extent of the new individual's interest in the plant organization. A discussion of the better jobs available within the organization than that at which he is starting should hold promise of such rewards to be attained through his own efforts.—Ernest W. Fair.

New Bantam Tumbler

A new portable, motor driven tumbler is announced by Andrew

Technical Service. It comprises a one-quart glass jar mounted in a quick damping cage rotated by a gear head universal motor with



Portable Tumbler

rheostat speed control from 20 to 110 r.p.m. In addition to use for mixing, blending or dispersion of powders or liquids it is also useable as a ball mill the makers state. End-over-end action of the jar subjects the contents to a vigorous displacement for efficient agitation and mixing. The cage is adjustable for different sizes of glass jars.

X-ray Diffraction Spectrometer

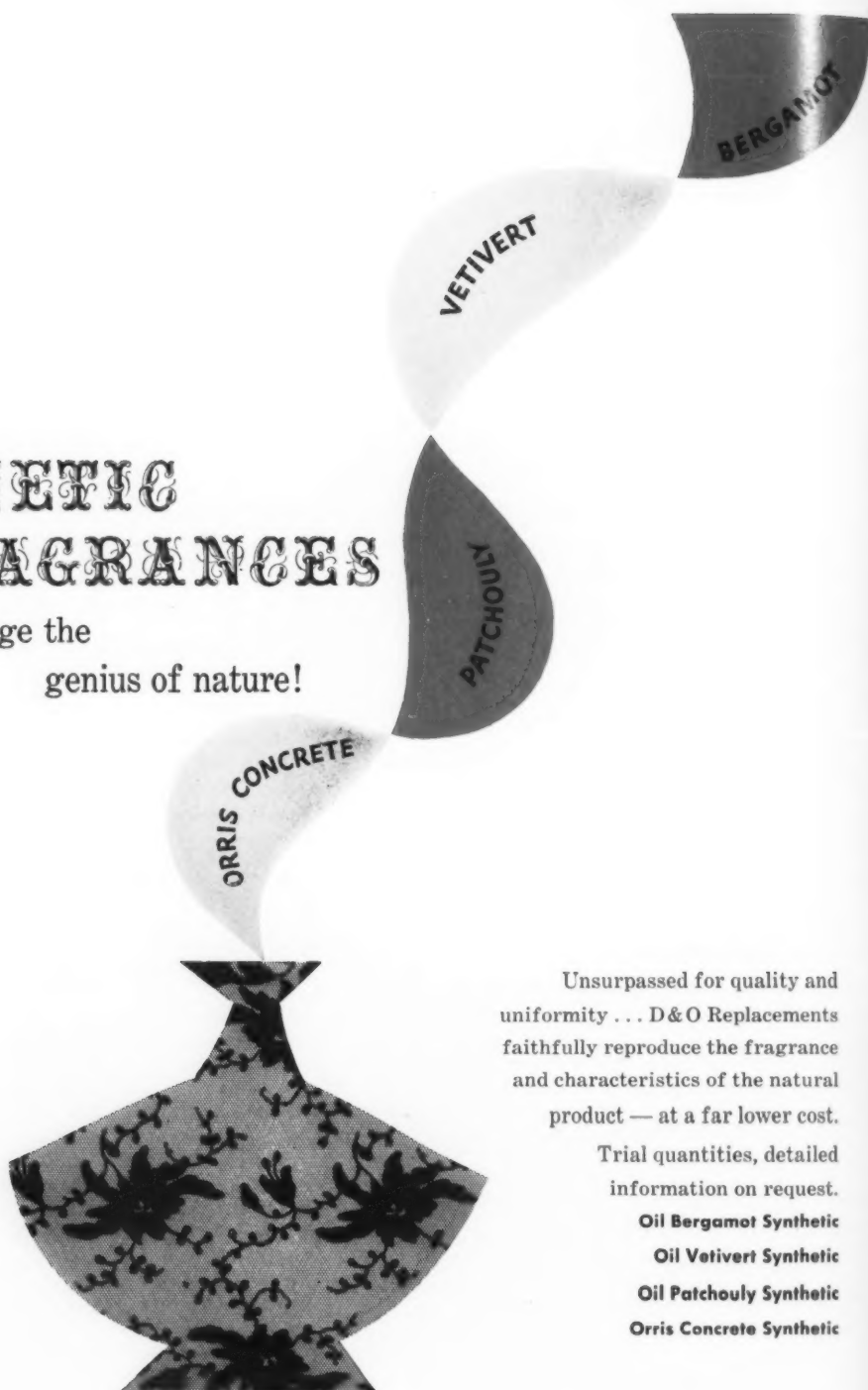
An improved Geiger counter recording x-ray spectrometer with wide range goniometer of unique design is offered by the North American Philips Co. It is said to be especially useful for x-ray powder diffraction work and fluorescence analysis.

Printing on Polyethylene Film

For printing on polyethylene film the perma process has been patented and is offered by Milprint Inc. The process is a separate production operation independent of the conventional procedure for printing on polyethylene.

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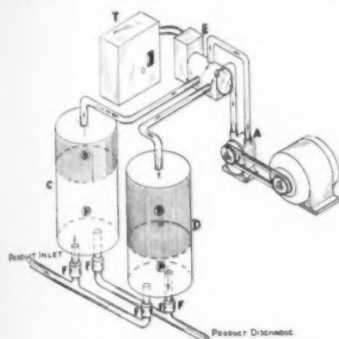


Diagram Showing Operation of Pump

rosive fluids and suspended solids without damage to the pump is announced by the Manton-Gaulin Mfg. Co. Pumping action is accomplished by two fluid pistons. There are no bearings, mechanical pistons, packing glands, valves or impellers in the cylinders. Pumping action is accomplished by two fluid pistons. As shown in the diagram: a high pressure pump (A) pumps hydraulic fluid (B) alternately to and from cylinders (C) & (D). A four way hydraulic valve (E), actuated by a solenoid (T), controls the fluid direction.

Electron Microscope

The screen magnification of the new Philips electron microscope is continuous from 1000X to 60,000X and the instrument is capable of producing micrograms of 30 Angstroms resolution or better according to the North American Philips Co. The unit is stated to have an extremely large field and permits recording in a single photograph, areas which otherwise might require a mosaic of six individual sections. Immediate change-over for electron diffraction patterns of pre-selected portions of the specimen is possible without change of pole pieces, specimen transferral, re-evacuation or other inconveniences. The particle from which the pattern is to be derived is under continuous observation up to the moment the pattern appears, assuring its identity.

Heavy Duty Solution Balances

Self aligning bearings in the heavy duty solution balances offered by the Ohaus Scale Corp. improve the sensitivity by reducing friction and materially increase the life of the balance by assuring full contact

with the knife edges at all times the company states. An empty container may readily be counterbalanced by use of a tare beam, thus making the balance ideal for determining the net weight of solutions it is added.

Packaged Unit Spray Dryers

Snell packaged unit spray dryers for products which must be produced dry from a slurry or liquid in which it is dissolved are offered by Foster D. Snell, Inc., 29 W. 15 St., New York 11, N. Y. An 8-page leaflet describing the design and uses of the dryer may be had from the company.

Hydropulse Homogenizing Pump

The new hydropulse homogenizing pump made by the Pioneer divi-



Pump being Demonstrated

sion of Scott & Williams Inc. is stated to be unique in that processed fluid is completely isolated from the actuating mechanisms and comes in contact only with the rubber pulsators, stainless steel and the nylon ball valves.

Rejuvenating Glass Lined Tanks

Glass lined tanks that are worn out are being salvaged at a little over half the cost of a new tank by a service offered by the Walker Welding & Machine Co. The company picks up the old tank, fabricates and fits in a polished stainless steel liner, replaces any insulation and returns it to the customer. Openings may be changed and holes and agitators modernized when desired.

Processing Literature

A handy "Squeeze 'n Wash" washer for washing dishes primarily but useful for other purposes is described in a leaflet issued by Anro Products Co. Inc. It may be used for woodwork, windshields, shampoos etc. it is pointed out. It consists of a squeezable plastic bottle for the soap or detergent or shampoo and a brush top.

A new illustrated catalog covering roller mills, kneading machines, mixers, jacketed tanks and other equipment made by the Charles Ross & Son, Co. has been issued. It is designated catalog 118A.

A new principle in liquid filling machines of the constant level type, involving the use of pressure and vacuum in combination is announced in a leaflet issued by the Karl Kiefer Machine Co. The filling machines embodying the principle are said to be most satisfactory for filling plastic squeeze bottles.

What is x-ray diffraction? is the title of an 8 page booklet issued by the North American Philips Co. to alert industry to the uses of this type of equipment for problems which involve soaps, chemicals, vegetable oils, etc. Copies are available on request.

A new buying and specifying guide issued by M. Michel & Co. Inc. describes Cachalot fatty alcohols, shows analyses and some typical uses for cetyl, oleyl and stearyl alcohols in the cosmetic and drug industries. The file-sized bulletin is available to chemists, production managers and purchasing agents on request.

A new round container labeling manual of 8 pages has been published by Paisley Products Inc. Sections deal with food container labeling, chemical product container labeling, government specification labeling, and a description of labeling methods, spot labeling and wrap-around labeling.

Conveyor units for packaged commodities including gravity and power units, are covered in a 24-page bulletin issued by the Standard Conveyor Co.

Electronic controls for packaging processes, a report by Roger L. Merrill has been issued in a 16-page pamphlet by the Packaging Institute. It sells for \$1.

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Technical Abstracts

Rapid Qualitative Analysis of Bentonite. (C.A. 45, No. 1, 66, 1951). A. Bichler. *Hutnicke Listy* 5, 248 (1950) (in Czech).—The Research Labs. of the Trinec Iron Works developed a rapid method for the qual. analysis of bentonite consisting of elimination of the montmorillonite particles from the gel by centrifugal force. From 5 to 0.5 g. of bentonite per 1000 ml. water is used, the speed is 2400 r.p.m. and the time is measured which is required for complete curdling out or for obtaining a colloidal darkening which is difficult to remove. Results of such measurements are given for various Czechoslovakian and foreign bentonites.

Are Tyrosinase and Thiol Groups Present in Skin Epithelium? (C.A. 45, No. 1, 237, 1951). H. Burton and J. M. Williams (Univ. of London). *Nature* 166, 110, (1950). The combination of the facts that 1,2,4-trihydroxynaphthalene is oxidized by contact with skin to 2-hydroxy-1, 4-naphthoquinone (I) while similar application of catechol, L-tyrosine, or DL-3, 4-dihydroxyphenylalanine does not lead to the production of color indicates that the skin does not contain tyrosinase. Since I apparently does not react with the skin it also may be concluded that the skin contains few, if any, thiol groups.

Preparation of a Dentifrice Utilizing Urea and Urease. (C.A. 45, No. 1, 314, 1951). George P. Butterfield (to Amion, Inc.). U.S. 2,526,614, Oct. 17, 1950. A dentifrice is prepd. cont. 10-30% urea and 0.0006-0.0024% urease (or an equiv. amt. of urease-contg. meal, such as jackbean meal, watermelon-seed meal, or soybean meal). These ingredients may be mixed with the usual dry dentifrice ingredients, namely CaCO_3 , MgCO_3 , BaCO_3 , or Na_2CO_3 . In the presence of moisture, hydrolysis of urea occurs, ultimately liberating NH_3 . $\text{CO}(\text{NH}_2)_2$ plus $2\text{H}_2\text{O} \rightarrow (\text{NH}_4)_2\text{CO}_3 \rightarrow \text{NH}_3$ plus $\text{NH}_4\text{HCO}_3 \rightarrow \text{NH}_3$ plus CO_2 plus H_2O . Heavy metals and quinones destroy urease and must be excluded carefully. The effect, in the mouth, of the liberated NH_3 and the excess urea is to stop lactic acid production, reduce the num-

ber of acidogenic organisms, reactivate beneficial enzyme systems, dissolve mucin plaques, and prevent the reformation of such plaques.

Bacterial Stability of Sodium Carboxymethylcellulose in detergent Solution. (C.A. 44, #22, 11129, 1950) F. J. Pollok (Imperial Chem. Inds., Stevenston, Ayrshire, Scot.). *Soap, Perfumery & Cosmetics* 23, 712, 711 (1950).—The bacteria count in Na carboxymethylcellulose (SCMC) solns. (2.5% contg. no mineral nutrient) was 3.2×10^5 in 37 days at room temp. Insignificant growth took place when the anionic detergents Na alkyl sulfate and benzenesulfonate, Na lauryl sulfate, and Na oleyl sulfate were present in concns. of 8 to 0.1%. Merthiolate (0.1%) kept the bacterial count below 200 for over 62 days. In combination with anionic detergents SCMC is unlikely to cause trouble from bacterial decomposition.

Modern Sweetening Agents. II. Detection and Determination of 1-propoxy-2-amino-4-nitrobenzene. (C.A. 44, #22, 10603-4, 1950). Klement Mohler (Lab. Dr. Mohler, Tutzing, Ger.). *Z. Lebensm. Untersuch. u. Forsch.* 91, 124-6 (1950; cf. C.A. 44, 8558d.—1 1-Propoxy-2-amino-4-nitrobenzene, "Ultra-sweet," is detected by reduction to a diamine with Fe^{++} salt and concd. HCl , and development of a red or brown color reaction with $\text{K}_2\text{Cr}_2\text{O}_7$ or FeCl_3 soln. It is detd. by means of a diazo color reaction. In testing tablets dissolve 1 tablet in 100 cc. of 0.1 N HCl . Treat 1 cc. of this solv. with 1 cc. of fresh 0.01% NaNO_2 soln. and after 10 min. with 1 cc. of a soln. of 3.5 mg.% 1-naphthol in N NaOH , and with 10 cc. of water. Compare the resulting color with standards prepd. similarly.

The Cuticle of Wool. N. Gralen. *J. Soc. Dyers Colourist* 66, 465-70 (1950).—Friction between wool fibers is smaller than friction between other fibers, owing to a thin fiber coating the epicuticle. This coating is resistant to Cl , acids, and enzymes, but is perforated in alk.

treatment. The cuticle below the epicuticle is an intermediate layer, the exocuticle, and the scale substance proper, the endocuticle. The epicuticle prevents diffusion of large mols., e.g. dyes. The Allwörden reaction and staining tests for damage are explained by the existence of the epicuticle. It is easily damaged by mech. treatments. Its removal gives increased fiber friction with resultant anti-felting properties. The importance of the frictional properties of fibers for spinning and wearing qualities is stressed.

Flavoring for Dentifrices. (C.A. 44, #22, 11042, 1950) Andrew A. Klippert (to Colgate-Palmolive-Peet Co.). U.S. 2,519,665, Aug. 22, 1950. Na methyl salicylate (I) or combinations of I and methyl salicylate are suitable flavoring agents for dentifrices because of low volatility which increases the time of their effectiveness in this type of pharmaceutical.

Constituents of Turtle Oil III. Akira Ogata and Akira Minato (Univ. Tokyo. *J. Pharm. Soc. Japan* 62, 106-19 (1942).—Cheloniasterol, $\text{C}_{27}\text{H}_{46}\text{O}$ (I), and cholesterol were isolated in the proportion of 1:7. IV. Cutaneous absorption of turtle oil. Akira Minato, *Ibid.* 119-29.—In general turtle oil is absorbed by the skin better than olive oil. Addn. of 0.5-1.0% cholesterol or cheloniasterol to olive oil increased the rate of absorption by skin. I m. 141-2; [a] $\text{D}_{41.9}^{20}$: 3,5-dinitrobenzoate m. 185°, [a] D_{17}^{25} : 53.5°. I is considered to be an isomer of sitosterol. Cf. C. A. 44, 8681f. (C.A. 44, #22, 11124-5, 1950)

Cetrimide as a Cationic Emulgent in Cream Bases: Their Use in the Presentation of Acridins. (C.A. 44, #22, 11037, 1950) R. A. Anderson, *Australasian J. Pharm.* 30, 1233-4 (1949) Cationic medicaments are inactivated by anionic emulgents, and hence require cationic or nonionic emulsifier bases. Details are given of stable bases contg. hexadecyl trimethylammonium bromide (cetrimide) with cetostearyl alc. The activity of methylaminoacridine hydrochloride, in aq. and cationic cream bases, against *Staphylococcus aureus*, has been evaluated. The cationic cream reduces activity more than the aq. base, but less than would anionic creams. Adsorption effect may play a part in variation of activity with different forms of presentation.



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Book Reviews

AN INTRODUCTION TO THE CHEMISTRY OF THE SILICONES. Eugene G. Rochow. Second edition, size 6 x 9 inches, illustrated, indexed. John Wiley & Sons, Inc., 1951. Price \$5.

Silicones show a potential application in cosmetics. Their chemistry and properties require considerable study to be up to date. The author has made one's task in this industry very easy for in this book: one finds a concise summary of what silicones are, what types are developed and how they are made. The author has brought up to date the properties and uses of these compounds.

The present work is a substantial expansion of the first volume which chemists and engineers will welcome.

Dr. Rochow is to be congratulated for this work which will be found helpful and useful by all the ramifications of chemistry. No errors were found. The book is well printed and bound.

Every progressive chemist must have this book. It is the latest and most concentrated story of the silicones.—M.G.deN.

MEDICINAL CHEMISTRY, volumes I and II. Alfred Burger. Illustrated, 1084 pages, 6 x 9 in. Interscience Publishers, Inc., 1951. Price \$10.00 per volume.

This is no small project for one author. It is a large manuscript of over 40 chapters covering the major phases of medicinal chemistry based on therapeutic activity.

In a work as large as this, it is impossible for one man to know as much about the diversity of subjects as is required. The author's background in chemical research is easily discerned. When it comes to therapeutics, he doesn't go too deeply, but does include the most important known uses for the various drugs. Thus on estrogens, their use in external applications is not mentioned. On page 220, it should have been stated that the possible usefulness of chlorophyll in absorbing odors is not understood if it works at all, and that there is considerable opinion that it might not work. On page 373 the use of pilocarpine in hair tonics, because of

its supposed specific action on the hair germ, is not included. On page 1001 it is stated that zinc sulfate is an ingredient of astringents and deodorants, when little if any is so used. While cationic antiseptics are well described in general, their eye irritating properties are not mentioned.

The work is a valuable summary at a time when chemistry is playing so important a role in medicine. Its usefulness is all the greater because it is written by one author, thereby giving the text a desirable uniformity. This reviewer encountered no errors in spelling and the few comments made above are really of a small order when compared to the over all contribution.

All phases of medicine from antihistaminics to vitamins is included in an orderly compact presentation.—M. G. deN.

DIE PSYCHOLOGISCHEN GRUNDLAGEN DER PARFUMERIE. Paul Jellinek. In German, 220 pages, 6 x 9 inches, illustrated and indexed. Dr. Alfred Huthig Verlag, Heidelberg, Germany, 1951. Price 14 DM (\$3.25).

After the end of the war the author had indicated to this reviewer that he had completed a new manuscript on the psychological aspects of perfumery. This book is the effort referred to.

The author is an old hand at cosmetics and perfumery with a good command of his subject. Yet when one opens the book to the table of contents, the words that stand out are "erotischer", "sexualität" and "parfum". It takes no linguist to figure these words out. Yes, the theme of the book is the relationship of perfumes to erotic excitement.

This is not a novel approach. In fact the reviewer has heard several "old world" perfumers of considerable talent mention that the relationship was close, but it took the present writer to put it into book form. It must be, that the deeper appreciation of perfumery has some effect on man's thinking, drugging him as with a narcotic, channeling his thoughts along one line. This fourth dimension obviously does

not affect all people the same way for if it did, only one kind of fragrance would be popular, and . . .

The author has some 21 chapters devoted to technical and artistic developments in perfumery, the compounding of perfumes for various uses and always, the erogenic or anti-erogenic effect of the fragrance on the human animal.

Throughout the book, one gets the impression that Jellinek is talking to a friend. As they have a bit of spiritual refreshment, the friend becomes listener, while the author progressively becomes more stimulated by his subject. At first he tries to convince his friend that perfumes are erogenic, then proceeds to divulge his theories and discuss their inter-relationship.

To the uninitiated and in the sober light of day, one cannot help but wonder if all this is really so, for the author just talks theories and ideas, but produces no proof. His is no idle talk however, for a lot of the material makes some real sense. For those who subscribe to the erogenic theory of perfumes, there is an excellent chapter classifying many aromatic materials into erogenic and anti-erogenic with values ascribed to each.

There is an excellent fabric woven from the associations of form, women, color, clothes, flowers and fragrance. These are chapters worth reading by all interested in cosmetics and perfumes.

As a whole, this is an unusual book. A very different book . . . on a very debatable subject basically, a sort of "it doesn't seem possible" story. Yet we know that odor plays a strong erotic role in animals . . . and what are we?

This will be a debated book and often referred to. Fluent German readers will get much pleasure from it.—M.G.deN.

THE ROMANCE OF THE ROSE. Josephine Craven Chandler. 46 pages, illustrated. Charles T. Brantford Co., Boston 8, Mass. Price \$1.50.

Here is a pleasant little book that deals with the romantic story of the rose and not with its culture. It tells about Empress Josephine and her contribution to the modern rose. The story of Red Rose Inn in Chester County, Pa. is beautifully told.

One can read this booklet in less than an hour, and all of it mighty interesting reading, too. It doesn't deal with perfume, but all interested in roses will enjoy it.—M. G. deN.

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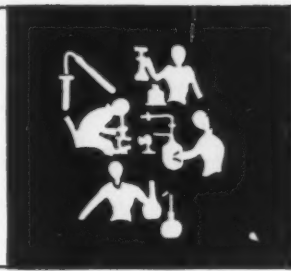
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Soaps



How to Make Good Hand Cleaners

Essential requirements for mechanics' hand detergents and how they are formulated. . . . Use of small quantity of wetting agent and choice of abrasive

PAUL I. SMITH

HAND CLEANERS or, to use the official description, mechanics' hand detergents, must, if they are to be successful, be quick-lathering, permit gentle scrubbing and yet prove easy to rinse and be completely free from any dermatitic hazards.

Some manufacturers of hand cleaners claim that their products possess skin conditioning properties due to the presence of glycerine and emollients, such as lanolin, and also lecithin, which has the unique property of improving emollient action.

Basis for Quality Soap

The basis of a quality hand soap, no matter whether it is made up in the form of powder, paste or cake, is a good soap base, preferably a pure coco-nut or coco-tallow soap. This is able to impart the desirable quick lathering characteristics to the cleaner.

Another important advantage of this type of soap base is that it gives a detergent of nice consistency and one with which it is easy to incorporate large quantities of abrasive. After all, a hand cleaner is nothing more nor less than soap containing an abnormally large percentage of abrasive filler. According to the relevant Government Specification this may be up to 50% siliceous matter for hand grit paste soap and up to 76% for hand scouring powder. The same specifications lay down that pastes must contain a minimum anhydrous soap content of 8% and max-



Paul I. Smith

imum of 16% while for powder the soap content must not be less than 17%. Apart from soap and abrasive the other ingredients of the cleaner, although in many respects highly desirable, are not essential to ensure efficiency in use. The soap may either be made specially for the purpose or bought in chip form and mixed with the other ingredients in the crutcher. No matter how the soap is obtained, it is of vital importance that it should be of good quality, mild in odour and contain no free alkali.

Addition of Wetting Agent

The addition of a small quantity of wetting agent-detergent to the soap is considered by some manufacturers to be an advantage as it improves the ability of the cleaner to remove a wide variety of difficult soils, moreover, it helps to compensate for water hardness and prevents the formation of scum, grease

rings, streaks and spots. Of course all synthetic wetting agents are not suitable for use with soap and some care needs to be exercised in their choice: certain of the non-ionics are quite often used for this purpose.

Choice of Abrasive

Choice of abrasive presents something of a problem as it is necessary to choose one that is efficient in action and yet free from any cutting or scratching effect on the skin. For this reason the smooth colloidal clays and vegetable scrubbers, such as corn meal, are very frequently used in preference to siliceous matter. Pumice is the most efficient of the abrasives but it is now seldom used alone, if only because of the price factor. The abrasive chosen for use must be of small particle size and able to conform with the Government specification. For hand grit paste soap this gives a maximum retention on a No. 60 sieve of 20%, 45% on an 80 sieve and 55% on a 100 sieve. For hand scouring powder the fineness must be 5% on a 60 sieve, 30% on a 100 sieve and 60% on a 200 sieve.

Hand Grit Paste Soap

The specification lays down that hand grit paste soap must contain volatile matter at 105 to 110 deg. C. not exceeding 55%, while for scouring powder the content must exceed 5%. This volatile matter may consist of several ingredients of which water and solvents are the most important. Grease removing

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Benzyl Chloride is an unusually versatile intermediate which is finding use in an increasing number of manufacturing processes. Whether your application is in pharmaceuticals, dyes, perfumes, quaternary ammonium compounds, resins or plasticizers, Heyden Benzyl Chloride will more than meet your requirements for quality and uniformity. It is produced in refined and technical grades, and is shipped in nickel drums or carboys.

Heyden's leadership in the chlorination of toluene and the production of chlorinated aromatics dates back more than a quarter of a century. Research chemists and production engineers will want to investigate the chloro derivatives of benzyl chloride in syntheses similar to those mentioned above. Typical of other interesting and useful Heyden chlorinated products are the chlorobenzoyl chlorides and the ortho-chloro derivatives of toluene, benzaldehyde, benzotrichloride and benzoic acid.

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solvents, although present in many preparations, are not recommended owing to their suspected dermatitic action.

Other Constituents

Other constituents of the average type of cleaner include emollients, such as lanolin, also sulphonated oils, glycerine, alkaline salts, such as sodium carbonate, trisodium phosphate, sodium metasilicate, sodium silicate, etc., and perfume. The last named ingredient is usually pine oil, citronella oil or sassafras camphor oil. One of the chief requirements of a perfume is that it should be cheap. The most effective and popular perfume is pine oil which is refreshing and clean smelling and yet possesses useful antiseptic properties. There is a good deal to be said for incorporating a small quantity of an organic chelating agent in the cleaner. This has a powerful and beneficial effect in solubilizing proteins and saponifying fats and oils.

A Safe Germicide For Soaps and Cleansers

THERE is a growing market for really effective and moderately priced germicidal soaps and manufacturers are showing increased interest in their production. A large number of germicides or bactericides are offered for this purpose, but remarkably few of them are able to give genuine satisfaction. The requirements for a suitable antiseptic may be set out as follows:—

1. It should be an effective bactericide having phenol coefficients of the order of 150 to 200 against standard test organisms.
2. It needs to be effective against fungi at concentrations of 0.002%.
3. It should preferably be a single stable compound available in a pure form.
4. Its toxicity should be of an extremely low order and when present in soap concentrations it should show no tendency to cause skin irritation or sensitization.
5. The ideal germicide should be light in colour, non-staining in solution and have a faint but non-persistent antiseptic smell.

There are relatively few chemicals able to fulfill these rather strict requirements, although it would appear that ortho-benzyl-parachlorophenol is a general exception in meeting practically all the de-

mands. In addition, it is easy to handle and mixes well with soaps and many cleaning compounds. For this reason it is a fairly well known and esteemed ingredient of cleaners for hospitals, rest rooms, scrub soaps, rug shampoos and dog soaps.

Choosing Oleic Acid For Soap Manufacture

THE great progress made in the production of pure fatty acids is reflected in the availability of materials possessing extremely low percentages of unsaponifiables, thus ensuring that manufacturers are guaranteed more reactive materials. With highly refined oleic acids now on the market at competitive prices, manufacturers are in the position to secure deliveries with unsaponifiables rated as low as 1.5% instead of 3.0 for normal good quality distilled red oil. The new low temperature solvent crystallized oleic acid has an even lower percentage of unsaponifiables.

Of major concern to soapers is the oleic acid content, which means the presence of the maximum amount of mono-unsaturated acids and the minimum percentage of poly-unsaturated acids. In the best grades of distilled or pressed oleic the percentage of mono-unsaturated acids can exceed 90%. Low temperature solvent crystallized grades have a substantially lower saturated acid content than conventional types of oleic. In addition, solvent crystallized materials are ester-free since the solvent is not reactive with fatty acids.

New highly refined oleic acids are very light in colour, indeed some of them have a Lovibond reading (5¼" tubes) of 1.5R-15Y. The absence of colour bodies is a good insurance against discolouration of the finished products and means that the soaps have improved stability and, therefore, less tendency to become oxidized and develop rancidity.

Another very good indication of quality is the Mackey Test which gives a most reliable indication of oxidation resistance. Manufacturers are strongly advised to pay more attention to this valuable test and to specify oils giving favourable readings.

Summing up it can be said that the points for buyers of oleic acids to bear in mind are:—

1. Low unsaponifiables.
2. Low saturated acid content.

3. High percentage of mono-unsaturated acids, preferably more than 90%.

4. Light colour.

5. Maximum oxidation resistance.

Soap, Synthetic Detergent Sales Down 7.9 Percent in 1951

Soap and synthetic detergent sales in 1951 declined 7.9 percent from the high levels reached in 1950, according to data released by the Assn. of American Soap & Glycerine Producers, Inc. Sales of all solid soaps and detergents for the year 1951, as reported by 87 companies contributing to the Association Sales Census, were 3,232,400,214 pounds, compared with 3,509,887,683 pounds in 1950.

Total reported sales of liquid soaps and synthetic detergents increased about 18 percent from the previous year, moving from 8,527,454 gallons in 1950 to 10,045,614 gallons in 1951.

The Association Sales Census, taken quarterly, shows 81 manufacturers voluntarily reporting sales of non-liquid soaps for the year of 2,015,378,167 pounds compared to 85 manufacturers reporting 2,439,259,852 pounds in 1950. Sales of synthetic detergents were reported by 36 companies at 1,217,022,047 pounds in 1951 as compared to 34 companies reporting 1,070,627,831 pounds in 1950.

Next FTC Soap Hearing Scheduled for April 7

Hearings on the three-year old case charging that three large soap companies with unlawful discrimination in their sales will be held April 7 in New York, N. Y.

This testimony was scheduled at a previous hearing on February 1, which dealt with an aspect of the government charges that the companies arranged advertising services and facilities for certain customers without making similar arrangements for all other competing customers "on proportionately equal terms." Examiner Earl J. Kolb, supporting the companies' contentions, ruled that testimony regarding such costs would be irrelevant.

The soap concerns involved are Lever Bros. Co., New York, Procter & Gamble Co., and its subsidiary, the Procter & Gamble Distributing Co., both of Cincinnati, Ohio, and the Colgate-Palmolive-Peet Co., Jersey City, N. J.

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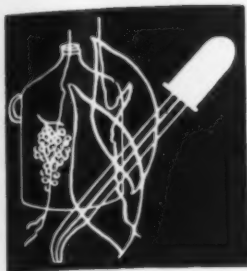
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Flavors



Caproates — Caprylates — Caprates

Though few of the esters of the C_6 , C_8 , and C_{10} acids have found employment in the flavor field, the few that are used are important. . . . Use as mixtures and intensifiers

MORRIS B. JACOBS, Ph. D.*

OVER the past six years from time to time the flavor properties of the major organic chemical groups used for the formulation of artificial flavors and for the fortification of flavors have been reviewed in this section. Another group of such compounds are the caproates, the caprylates, and the caprates, that is the esters of caproic acid, caprylic acid, and capric acid, namely the C_6 , C_8 , and C_{10} , aliphatic, straight-chain acids. Numerically in comparison with other groups of esters such as the acetates, butyrates, and formates few of these longer chain fatty acid esters are used but even among these few there are a number of important flavoring components. This group of esters has found much greater use in the formulation of flavors than in perfumery.

Caproates

Ethyl caproate, $\text{CH}_3(\text{CH}_2)_4\text{COO}-\text{C}_2\text{H}_5$, also known under the names of ethyl hexanoate, capryl ether, capronic ether, and ethyl capronate is a yellowish to colorless liquid which has a specific gravity in the range 0.871 to 0.873. It has a refractive index of 1.4073 and it boils in the range of 165-168 deg. C. Ethyl caporate is virtually insoluble in water. It is soluble in 70 per cent alcohol and is very soluble in 95 per cent alcohol.

* Professor of Chemical Engineering, Polytechnic Institute of Brooklyn.

Ethyl caproate is an ester with a powerful, fruity note which has an aroma resembling that of ethyl caprate. It has been recommended for incorporation in apple, cognac, grape, pear, and wine-like flavors. The literature discloses little use of ethyl caproate in perfume.

Allyl Caproate, $\text{CH}_3(\text{CH}_2)_4\text{COO}-\text{CH}_2\text{CH}=\text{CH}_2$, allyl hexanoate is a colorless to pale yellow liquid with a specific gravity of 0.885 to 0.889 at 25/25 deg. C. It has a refractive index of about 1.424 to 1.426 at 20 deg. C. and it has a boiling range of 185 to 187 deg. C. Allyl caproate is insoluble in water but 1 volume is soluble in an equal volume of 80 per cent alcohol. This ester has a pineapple odor and a pineapple flavor which appears to be much more natural in character than those of the amyl esters. It should be noted, however, that allyl caprate has not been found in nature. In addition the amyl esters used in formulation of pineapple flavors contribute much more of an ester character than does allyl caproate. It is clear that allyl caproate is employed principally in the formulation of pineapple flavors but it has also been suggested for use in peach and apricot essences and has been recommended for apple blossom, peach blossom, and wisteria perfume compositions. Allyl caproate is an ingredient of some lipstick perfumes.

Butyl Caproate, $\text{CH}_3(\text{CH}_2)_4\text{COO}-$

OC_4H_9 , also known as butyl hexanoate, is a colorless liquid which has a specific gravity of 0.882 to 0.884 and it boils at about 204 deg. C. Butyl caproate is virtually insoluble in water and it is miscible with alcohol. This ester has an aroma reminiscent of wine and it has a fruity odor. It has been suggested for use in apple and pear flavor compositions.

Isobutyl caproate, $\text{CH}_3(\text{CH}_2)_4\text{COOCH}_2(\text{CH}_3)_2$, is a related ester which has been recommended for incorporation into grape and raisin formulations and for the preparation of oriental type perfume odors.

Methallyl caproate, $\text{CH}_3(\text{CH}_2)_4\text{COOCH}_2\text{C}(\text{CH}_3)=\text{CH}_2$, is one of the more recently synthesized unsaturated aliphatic caproate esters. It is a liquid which boils under reduced pressure at 57.6 deg. C. at 1.5 mm. and has a refractive index of 1.4298 at 19 deg. C. This ester has been suggested for use in pineapple flavor compositions.

Isoamyl caproate, $\text{C}_5\text{H}_{11}\text{COOC}-\text{H}_{11}$, also known as gamma-methylbutyl hexanoate, is a colorless liquid which has a specific gravity of about 0.861 and boils in the range 224 to 227 deg. C. Its boiling point under reduced pressure, at 10mm., is about 94 to 96 deg. C. Isoamyl caproate is virtually insoluble in water and it is soluble in alcohol. This ester has a pineapple flavor, a fruity odor and the product made from fusel oil isoamyl alcohol has

a somewhat bitter taste. Isoamyl caproate has been suggested as an ingredient of apple, apricot, banana, gooseberry, peach, plum, quince, and rum flavors. It also has some use in other alcoholic beverage type flavorings.

The isoamyl caproate made from refined isoamyl alcohol has somewhat different flavor characteristics. Thus for instance it has a sweeter character and the flavor is more brandy-like. It also has a fruity odor. Because of these properties it has been recommended for incorporation in brandy, rum, and other artificial alcoholic beverage flavors.

Cyclohexyl caproate, $C_6H_{11}COO-C_6H_{11}$, is a more recent addition to the caproate ester group. It is a liquid which boils under reduced pressure, at 2.5 mm., at 89 to 91 deg. C. with a refractive index of 1.4465 at 17 deg. C. This ester has been recommended for incorporation into pineapple and cognac flavor formulations.

Caprylates

Ethyl caprylate, $CH_3(CH_2)_6CO-OC_2H_5$, also known under such names as ethyl octanoate, ethyl octoate, and caprylic ether, is colorless liquid with a specific gravity of 0.873 to 0.878 at about 20 deg. C. It boils in the range of 206 to 208 deg. C. and has a refractive index of 1.4177 at 20 deg. C. Ethyl caprylate is very slightly soluble in water and it is miscible with alcohol. This ester has a pineapple flavor and a pineapple odor. It is a common ingredient of flavor compositions. Among those of a fruit character in which it has been employed are currant, grape, orange, pear, pineapple, strawberry and tangerine. Ethyl caprylate has also been recommended for cognac and wine flavorings.

Isoamyl caprylate, $CH_3(CH_2)_6CO-OC_5H_{11}$, gamma-methylbutyl n-octanoate, is a colorless liquid which boils under reduced pressure at about 136 deg. C. at 10mm. This ester is soluble in alcohol and is virtually insoluble in water. It has a fruity odor when diluted and a cognac and brandy flavor. In this respect it resembles isoamyl caproate and because of this character is suggested as a component of alcoholic beverage flavors like rum, arrack, and brandy.

Octyl caprylate, $C_7H_{15}COOC_8H_{17}$, is an analogous colorless liquid which boils around 306 deg. C. and has a specific gravity of about 0.860. This ester is soluble in alcohol and is insoluble in water. Octyl caprylate has a pronounced fruity

odor and a plum-like flavor. Because of these characteristics it has been recommended for use in plum and cherry flavors.

Methyl caprylate, $C_7H_{15}COO-CH_3$, is one of the esters of this series that was synthesized many years ago. It is a colorless liquid which has a specific gravity of 0.887 at 20/4 deg. C. and it boils at about 193 deg. C. Methyl caprylate is miscible with alcohol and is virtually insoluble in water. It has had very little use in artificial flavors.

Caprates

Ethyl caprate, $CH_3(CH_2)_8COO-C_2H_5$, formerly known under the names of capric ether, caprinic ether, and ethyl caprinic, is a colorless liquid with a specific gravity of about 0.862 to 0.870 and a boiling range of 243 to 245 deg. C. It has a refractive index of 1.4257 at 20 deg. C. It is miscible with alcohol and is insoluble in water. Ethyl caprate has a fragrant winey odor and a brandy flavor and because of this character is used mainly for artificial alcoholic beverage flavorings like cognac and wine bouquets. It has also been suggested for use in flavoring preparations of the type of butterscotch, pineapple, and plum.

Isoamyl caprate, $CH_3(CH_2)_8CO-OC_5H_{11}$, also known as amyl caprate and amyl decanoate, is a related colorless liquid with a specific gravity of about 0.858 and a boiling point of about 290 deg. C. This ester is insoluble in water and is soluble in alcohol. It has an agreeable fruity odor with a distinct cognac note and it has a cognac flavor. It does not have wide use as a flavoring material but has had some employment in the flavoring of alcoholic beverages such as cherry brandy, arrack, and rum.

Methyl caprate, $C_9H_{19}COOCH_3$, is a colorless liquid which boils around 223-224 deg. C. This ester is virtually insoluble in water and is soluble in alcohol. It has not had much use in the preparation of flavor essences.

Hydrocinnamyl caprate, $C_9H_{19}COOCH_2CH_2CH_2C_6H_5$, phenylpropyl caprate, also known as phenylpropyl caprinic, is one of the few aromatic caprate esters in commercial use. It is a liquid which has an agreeable flowery and fruity aroma, which, when highly diluted resembles that of pineapple. It has been recommended for apricot, peach, and pineapple flavors.

It should be noted that in addition to these compounds the caproate, caprylate, and caprate esters

find employment as mixtures. For instance the steam volatile acids of coconut fat contain considerable quantities of C_8 and C_{10} acids. These mixtures of fatty acids are esterified with alcohol and yield a type of artificial cognac oil.

One point to remember about the caproate, caprylate, and caprate esters is that some of them are extremely powerful flavoring agents. Allyl caproate, for instance, has an intense pineapple character. Hence a number of these esters are used to intensify the character of a given formulation rather than as bulk ingredients.

Processing Food with Natural Flavor Patented

Dehydrated soups and desserts, natural and imitation fruit flavorings, dried eggs and milk, soluble coffee, and other dehydrated products will keep their flavors locked in and stay in shape to use without airtight packaging through use of two new methods which have just won five patents for two scientists of Parke, Davis and Co. Detroit.

The methods involve mixing the food and beverage products with either polyvinyl alcohol or a cellulose derivative. They are now being tested by the manufacturers of various food products, but are not yet in general use.

Many extracts of natural and synthetic flavors lose some of their original flavor or odor or both when they are stored. In addition, they tend to become caked from the moisture in the atmosphere. The fatty substances in dried soups now have to be packed expensively and usually separate from the other ingredients.

If these two chemicals are mixed with the dehydrated foods and drinks, the patent descriptions claim, this deterioration and the expensive air-tight packaging which is needed to prevent it are done away with.

Patents 2,555,464 through 2,555,468 were issued to Herman H. Bogin and Rufus D. Feick and assigned by them to Parke, Davis and Company, Detroit, on the new methods. *Science News Letter*, 374, Vol. 59, #24

1952 Consumers' Sugar Quota Set at 7,700,000 Short Tons

The 1952 sugar quota for consumers has been set at 7,700,000 short tons, raw value. Secretary of Agriculture Chas. F. Brannan has announced.

Important Flavor Materials

*Three popular flavors, Pineapple, Cherry and Strawberry,
and the raw materials which might be used in compound-
ing them. . . . Use of correctives, modifiers and blenders*

CARL JENSEN*

STUDENTS and beginners are of course in need of some guidance as to proper procedure in the study of flavor formulations. In most other fields, this help can be acquired through investigation of the literature in the field. In flavor work, however, this aid is, for practical purposes, non-existent. The literature on the subject is meager and often misleading. A commentary on this point is noted in the current re-issuance of a book on the Essence Industry which was originally published in 1916. It was at that time an excellent work. Today, it is a quaint antiquity.

The nature of this industry precludes the publishing of comprehensive formulae. There is, nevertheless, a good bit of basic data and information that can be presented with benefit to all. In this paper, I will try to give you a little light along these lines.

There are a great number of aromatic materials in common use in the flavor industry. It would be easy to write a good-sized volume merely cataloging and describing in sketchy fashion all those in common use. For the purpose of this paper, it will be sufficient to devote myself to consideration of three popular flavors and the raw materials which might be used in compounding these products.

These flavors are pineapple, cherry, and strawberry. Now, in producing a pineapple flavor, we can select our ingredients from the following list:

Allyl Caproate	Ethyl Caproate
Allyl Cyclohexane Propionate	Ethyl Oenanthatate
Butyl Acetate	Ethyl Propionate
Citral	Ethyl Valerate
Coumarin	Propyl Caproate
Ethyl Butyrate	Vanillin

In producing a cherry flavor, the following aromatics are useful:

Acetophenone	Gamma Undecalactone
Amyl Acetate	Geraniol
Amyl Formate	Geranyl Acetate
Benzaldehyde	Heliotropin
Benzyl Acetate	Methyl Acetophenone
Citral	Tolyl Aldehyde
Coumarin	Tolyl Acetate
Ethyl Benzoate	Vanillin

In producing a strawberry flavor, the materials listed below are valuable:

Acetyl Methyl Carbinol	Decalactone
Aldehyde C-14 (so-called)	Diacyl
Aldehyde C-16 (so called)	Ethyl Benzoate
Amyl Butyrate	Ethyl Cinnamate
Citral	Methyl Heptin
Coumarin	Carbonate
	Vanillin

You will note that in the above three listings of raw materials a good percentage of high boiling aromatics are included. This is an important consideration. The little flavor literature we have is loaded with references to low boiling esters. It is about time that it were pointed out that no satisfactory flavor by modern standards can be produced if the formulation leans too heavily on these fugitive low-boiling aromatics.

In past decades, it was quite satisfactory to do this as few high-boiling items were available in normal aromatic materials markets. This situation does not prevail today. It is therefore advisable to use good judgment in the selection of persistent flavor raw materials in the building of any flavor formulation.

In each of the above three compositions, one, or possibly two, materials are essential as the base of the flavor. The other materials serve as correctives, modifiers, and blenders, of the essential ingredient.

For example, in a pineapple flavor, Allyl Caproate or Allyl Cyclohexane Propionate would be the

base material. The function of the other ingredients is to improve this material and achieve a natural pineapple aroma. For example, a more distinctly "fruity" note is required. This can be effected by using a good peach flavor compound. Then the flavor should be rounded out or topped off with judicious amounts of materials such as Ethyl Caproate, Ethyl Propionate, Butyl Acetate, Vanillin, etc.

Now in making a cherry flavor, a combination of Benzaldehyde and Tolyl Aldehyde could serve as the base material. Starting from this ingredient one could proceed, as with Pineapple, in the development of a fruity background modification of the bitter-almond aroma. Here again, a good peach flavor compound plays an important part. This flavor should be modified by using Acetophenone, Methyl Acetophenone, or Ethyl Benzoate. It is important that the Benzaldehyde aroma be blended properly or disguised, otherwise, the flavor will taste too distinctly of almonds. One may also add a few aromatics of the "Rose" family to round out the cherry flavor. It is also essential to add what is generally termed a "pit" or green note. This can be accomplished by the use of some of the Acetals, such as Hydrotropic Aldehyde, Di-Methyl Acetal.

To make a strawberry flavor, the Aldehyde C-16 (so-called) which is actually Ethyl Methyl Phenyl Glycidate, serves as the basic material. This can be modified by using Ethyl Phenyl Glycidate together with Aldehyde C-16 (so-called). Either one, or both materials must be modified in two directions to achieve a good strawberry composition. First, a green or wild strawberry note is required, and second, a fruity after-taste should be added. As was noted under Pineapple and Cherry, in strawberry flavors also, a good basic peach flavor will act as

* Givaudan-Delawanna, Inc. Lecture in Aromatics Course, New York University.

an excellent basic fruity modifier. Amyl Butyrate, Ethyl Benzoate and Vanillin will assist further in the direction of the fruity after-taste. To achieve a well-developed green note Methyl Heptin Carbonate together with Diacetyl and other Di-ketones are helpful.

In all flavor development a great deal of trial and error experimentation is involved. This cannot be eliminated. There is no royal road. When making a trial formula, one should carefully think through the objective desired and the reasons for inclusion of each individual ingredient. After the trial formulation has been prepared, it is necessary to carefully study the product in order that deductions may be made as to the relative value of the various additions. In this way, one learns to produce better and still better products. This tedious work has its rewards and its satisfactions when one finally achieves an exceptionally good flavor.

News of the Industry

F.D.A. Surveys Labeling of Vanilla Extract for Mfrs.

Information received by the Flavoring Extract Mfrs.' Assn. indicates that the Food and Drug Administration has been conducting a survey of the labeling of vanilla extracts and/or flavors, and of combination vanilla and/or vanillin extracts and flavors, as sold to the ice cream industries.

During the past several years, awaiting definitions and standards of identity for ice cream, several states by regulations and laws have permitted the addition of vanillin to pure vanilla extract and/or flavor to be used in ice cream.

The first state to adopt such a procedure was the State of California, who on June 23, 1947, promulgated a regulation to permit the addition of 1 1/8 ounce of methyl vanillin and suggested that such a flavor be labeled as "Vanilla Extract fortified with 1 1/8 ounce methyl vanillin, Wichman Lead number not less than .60 for ice cream manufacturing purposes only." The regulation further indicated that said standard was promulgated pending federal standards, "For Intra-State use only by the ice cream manufacturing industries. If used in Inter-State shipments of ice cream products, it would be in violation of the Federal Food, Drug and Cosmetic Act of 1938 as amended."

During the past year, the States of Wisconsin and Michigan enacted revised laws for the establishment of definitions and standards of identity for ice cream. The acts in part, provided "that vanilla ice cream may be flavored with pure vanilla fortified with vanillin."

The question now arises as to the proper labeling of vanilla extract and/or flavor fortified with vanillin and the amount of vanillin that can be added to it and the finished extract labeled as "Vanilla Extract fortified with 'Vanillin.'" This subject matter was discussed by Doctor J. W. Sale, Senior Chemist of the United States Food and Drug Administration on June 25, 1940, at thirty-first annual convention. Under the subject "Vanilla and its imitations," the following excerpt is quoted.

"A mixture of vanilla extract and vanillin containing 0.51 gallons of vanilla extract and 0.43 ounces of vanillin in one gallon of finished extract may be labeled 'Vanilla and vanillin extract' or 'Vanilla and vanillin flavor,' followed by the names of the ingredients substantially as follows: 'Vanilla extract, artificial (or synthetic) vanillin, water, alcohol.'"

Apparently, vanilla extract and/or flavor fortified with vanillin must obtain 51% of its flavoring strength from vanilla extract and/or flavor and not more than 49% obtained from vanillin. In other words, there must be some appropriate statement adopted to show the relative portions of flavor contributed by the vanilla extract and/or flavor, as likewise the vanillin contained in it. Such labeling applies only to extracts and/or flavors sold to the ice cream industry without regard to the labeling of finished ice cream containing said extracts and/or flavors.

New Can Opener Guards Flavor And Measures Quantity

A new coffee can opener, intended to measure quantity accurately, to guard the flavor, and to eliminate unwinding of the metal keyband, has been designed by the Crosby Research Foundation, Hollywood, Cal.

The device cuts a hole in the can's top, along the same principle of a beer can opener, and locks on the can. A plastic cap on the spout of the device is then removed, filled once for each tablespoon of coffee, and replaced. The opener may be removed by upward pressure on the handle.

Dodge & Olcott Introduces New Line of True Fruit Flavors

Dodge & Olcott, Inc. is introducing a new line of concentrated true fruit flavors, called Dogen. They contain no added colors or flavors, either natural or synthetic, are said to be almost entirely free from pectin, contain approximately 15 percent alcohol, and are freely soluble in water and syrup.

Association Issues London Candy Course Information

The American Assn. of Candy Technologists has issued a pamphlet outlining the part-time courses in candy making which are being sponsored by the Cocoa, Chocolate & Confectionery Alliance, Ltd. through arrangements with the Borough Polytechnic of London.

New Process for Making Vanillin Perfected

A new process for the manufacture of vanillin from paper mill waste liquids has been perfected by the Ontario Paper Co., Thorold, Ont., Canada. It is building a \$1,300,000 plant to manufacture 400,000 lbs. annually. Dow Chemical Co. has been named world market sales representative. Sales will be handled through the Bush Aromatics division.

DCAT Position on Chemicals in Food Proposed Legislation

The position of DCAT with regard to chemicals in food was contained in a resolution adopted by the Executive Committee in which it opposed registration of all food additives (as proposed in the Miller Bill) on the grounds that circumstances do not warrant an amendment to the Federal Food, Drug and Cosmetic Act similar to the requirements for "new drugs" under Section 505. However, DCAT does support the position that industry should file with the Food and Drug Administration full information on proposed food additives, including data on clinical tests, sufficiently in advance of their use to provide time for study and possible action should FDA feel it to be in the public interest.

Darby Food Corp. Relocates in Larger Quarters

The Darby Food Corp. has moved to larger quarters at 599 Eleventh Ave., New York 19, N. Y.



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Lilac Summus

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Twenty long years of research . . . leading finally to the discovery of new aromatic chemicals . . . make possible this important announcement of a new major Lilac specialty.

With Lilac Summus, you can now achieve that fresh, green petal note which develops only at certain times of the day, or for a brief moment after the blossom opens. The note is clear and unmistakable . . . truly a faithful reproduction of the living flower.

Lilac Summus in itself is a complete perfume. You can use it also to enhance other Lilac compositions, giving them the effect of fresh Lilacs. And do not overlook its potential for fancy bouquets . . . where, in our opinion, Lilac ranks in importance with even Lily of the Valley, Rose, or Jasmin.

An inspiring experience awaits you when you make the acquaintance of this new specialty.

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THE ROUND TABLE —

F.T.C. Permits Broader Use of "Certified Cosmetics" Term

The F.T.C., in a modification of its 1939 order, now permits distributors to use the term "certified cosmetics" if the identity of the certifier is clearly disclosed. The original order permitted the term to be used only where the products had been certified by a governmental or official body.

Right of Factory Inspection Denied F.D.A. Inspectors

March 31, 1950 two inspectors of the U. S. Food & Drug Administration requested Ira D. Cardiff permission to enter and inspect the Yakima, Wash., factory. The request was made at a reasonable time in accordance with Sec. 704 of the Food, Drug & Cosmetic Act. The inspectors were refused permission to enter. On January 23, 1951 in the U. S. District Court for the Eastern District of Washington Southern Division, the court denied a motion of the defendant Cardiff to dismiss on information charging a violation of the Act because of the refusal of an officer of a corporation to permit entry into a factory making and processing food for introduction into interstate commerce.

On February 13 of this year the Ninth Circuit Court of Appeals stated that Sec. 704 of the Act gave the manufacturer the right to refuse an inspector permission to enter his plant. The court held the F.D.A. interpretation and application of section 301 (f) and Sec. 704 absurd. Under this decision about the only authority inspectors have under the Act is the right to inspect sanitary conditions of finished articles of food held for interstate commerce and likewise the inspection of books and records relating to the certification of basic coal tar colors and repacks that are required to be recertified and books and records

relation to the disposition of such batches. It is not known whether an appeal to the U. S. Supreme Court will be taken by the Federal Security Administrator.



Elizabeth Arden, on an inspection tour of her beauty salons, arrives in San Francisco via United Air Lines. At her left is her sister, the Vicomtesse Montblanc of Paris.

Francois Amic Made Chevalier of Legion of Honor

Francois Amic, director general of Roure Bertrand Fils et Justin Dupont, Grasse (A. M.) and Argenteuil (S & O) France, has been made Chevalier of the Legion of Honor for services rendered to the perfume industry. Mr. Amic is the son of the late Senator Jean Amic. After completing his education he joined the company with which he has been associated for over a quarter of a century.

F.T.C. Holds Exclusive Distribution Deals Violation of Act

The F.T.C. has issued a complaint, charging a manufacturer of shampoos and cosmetics with arranging exclusive deals with its jobbers and distributors, whereby the latter would not be permitted to handle competing products. The F.T.C. complaint charges that such practices are in violation of Section 3 of the Clayton Act and the F.T.C. Act.

F.D.A. Studies Coal-tar Color List for Toxic Suspects

The Food and Drug Administration is studying its list of certified coal-tar colors used in food, drugs and cosmetics in order to eliminate those which it suspects might tend to cause pathological conditions.

Receipt of Over 60 Pounds of Castor Oil Must Be Attested

An amendment to Defense Food Order 1 stipulates that all companies, except public warehousemen, who acquire more than 60 pounds of castor oil in any calendar quarter, must furnish certificates to their suppliers, reporting quantity received and intended use.

Lancome Sales Reorganized, Appoints David M. Kendall

Lancome Sales, Inc., U. S. Distributor of Lancome perfumes, has been reorganized and David M. Kendall has been appointed vice-president in charge of sales. The new showroom and offices are located at 5 East 57th St., New York, N. Y.

Cosmetic Aluminum Closures Cut to 35 Percent of Base Period

The use of aluminum closures for the packaging of cosmetics, chemicals and beverages has been reduced to 35 percent of base period usage by an amendment to N.P.A.'s Closures Order M-26.

Government Contracts Require Minimum Hour Pay of 85 Cents

The Secretary of Labor has set a minimum wage of 85 cents per hour for workers engaged in the manufacture or furnishing of cosmetics and toilet preparations under government contracts exceeding \$10,000, subject to the Walsh-Healey Public Contract Act.

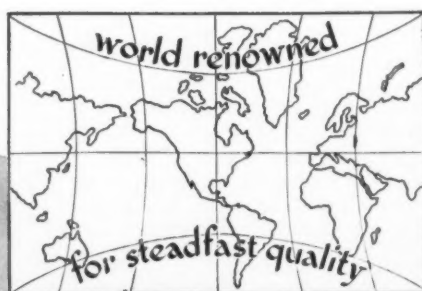


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Changing Method of Paying "PMs" May Mean Trouble

Another problem faces cosmetic manufacturers, considering the adoption of some form of FTC's suggested method of complying with the Robinson-Patman Act as provided in the Cosmetic Rules in furnishing promotional allowances, particularly those who desire to grant or increase "PM" payments under the following circumstances:

1. If the manufacturer desires to pay "PM's" to those who have *not* been receiving this form of sales promotion heretofore.

2. If the manufacturer desires to *increase* the amount of "PM" payments to those who *have* been receiving this form of sales promotion.

3. If the manufacturer desires to discontinue paying the "PM" to the sales clerk *directly* and wishes to pay the "PM" to the store owner for disbursement to the sales clerk.

The problem arose Jacob Reck of the NBBMA points out when one manufacturer wanted to change the method of granting "PM's" by paying them directly to a N.Y.C. department store for disbursement to its clerks, under certain conditions, instead of paying them directly to the sales clerks as the manufacturer had formerly done. The Regional Office of the Wage Stabilization Board in New York City ruled that the department store would be paying "increased compensation" under this proposed change even though the effect of the change would have left the clerk's weekly income the same as it had been when she had been receiving the "PM" directly from the manufacturer. The Washington office of the WSB suggests that a proposed change, such as the above, in paying "PM's" would constitute a technical increase in compensation but added that such payments would be permissible under the WSB's General Regulation No. 5 as "other similar auxiliary pay practices" provided they were in effect over a reasonable period of time prior to January 25, 1951. WSB in Washington has recommended that manufacturers desiring to make new or increased "PM" payments or wishing to change the method of paying "PM's" should submit the facts to the Wage Stabilization Board and obtain an official ruling.

This development, Mr. Reck emphasizes, is of interest to other manufacturers, such as those producing beauty and barber equipment and supplies, who are not

subject to the FTC Cosmetic Trade Practice Rules, in that it indicates that "PM" payments cannot be raised above the levels in effect on January 25, 1951.

The Wage Stabilization Board recently issued an interesting, brief publication describing how wage



Walter Mueller, of Van Dyk Co. and a director of the Skol Research Institute, chats with representatives of the press at a party given by J. B. Williams Co., makers of Skol Suntan Lotion and Skolex Sun Allergy Cream.

stabilization operates. Entitled "Wages in a National Emergency," the booklet describes the various regulations controlling wage payments. Copies of the booklet can be obtained from the Regional Office of the Wage Stabilization Board or the NBBMA office.

Chicago Group Hears Edward McFaul Speak on Confusion

Edward McFaul, who has been active in the fields of teaching, personnel management and selling for two decades, spoke on "How Confused Can You Get?" at the February 12 meeting of the Chicago Perfumery, Soap and Extract Assn. at the Conrad Hilton Hotel.

Cosmetics, Chlorophyll Subject of Philadelphia TV Lectures

"Safe and Sane Cosmetics" will be the subject of a lecture by Dr. J. W. E. Harrison at 11:10 A.M., March 18, on the WFIL-TV University of the Air program. It is one of a series of fifteen lectures, centering around the public health and comfort theme, delivered by faculty members of the Philadelphia College of Pharmacy and Science. Prof. E. H. McLaughlin spoke on the subject: "Chlorophyll—What Is It?" on February 26.

Hudnut Signs Wave Agreement with Sales Affiliates, Inc.

Sales Affiliates, Inc. announces an arrangement whereby a non-exclusive license under the McDonough permanent waving patents, number (U.S.) 2,577,710 and 2,577,711, has

been issued to Warner-Hudnut, Inc., covering its home permanent wave.

Included in the arrangement is a non-exclusive license under 22 similar patents and patent applications existing in other countries of the world.

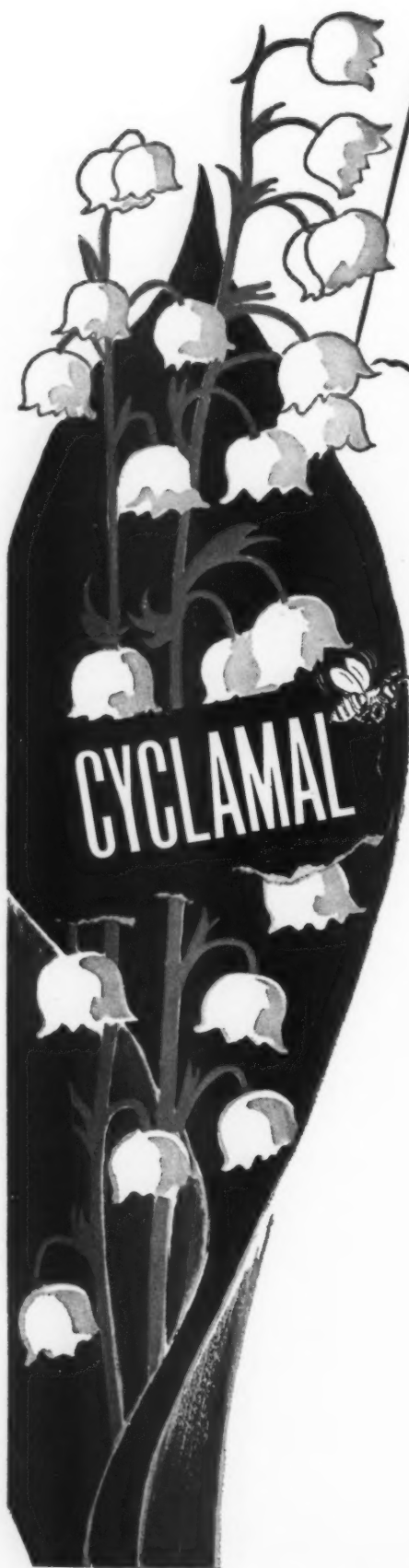
Other non-exclusive license arrangements under the McDonough patents have been made by Sales Affiliates, Inc. to various other companies including The Procter & Gamble Co., Lever Brothers Co., Hans Schwarzkopf (Germany), L'Oreal-Monsavon (France), Daggett & Ramsdell, Inc., Lehn and Fink Products Corp., and others.

B. E. Levy, head of Charles of the Ritz Dies at 73

Benjamin E. Levy, chairman of Charles of the Ritz and former U.S. agent for Coty for 30 years, died March 6, in his 74th year.

Former FBI Agent Speaks at Michigan Chemical Group Meet

Frank Parker, former FBI agent and now executive vice-president of Michigan Brewers' Assn., recounted his experiences as an investigator at the February 25 dinner-meeting of The Chemical and Allied Industries Assn. of Michigan at the Detroit Leland Hotel.



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New York Automatics Corp. Represents Mero & Boyveau

The New York Aromatics Corp. High Bridge, N. J. with offices at 5 Beekman St. New York 38, N. Y. and a branch office at 6349 N. Clark St., Chicago 26, Ill. has been appointed United States agent for Mero & Boyveau, Grasse, France.

Mero & Boyveau is an old Grasse house producing essential oils, floral absolutes, resinoids, compound perfume bases, fruit essences and other items. The firm was represented in this country for years by one of the largest essential oil houses. Herman Deinzer is active head of the New York Aromatics Corp.

Commerce, Judiciary Committees Consider Fair Trade Bills

The Monopoly Subcommittee of the House Judiciary Committee started hearings on February 13 on bills HR. 4365, HR. 4592 and HR. 4662, dealing with the establishment of minimum retail prices through fair trade agreements.

The House Commerce Committee is currently considering the McGuire bill, HR. 5767, which proposes to amend the Federal Trade Commission Act to restore fair trade to its previous status. The committee is about to decide whether it will hold hearings on the bill, or whether it will transfer the proposed legislation to the House Judiciary Committee, which is considered to be less favorable to it.

Bill to Make Fair Trade Agreements Binding on Non-Signers

The House Judiciary Committee is expected to consider a bill, drafted by the American Fair Trade Council, amending the Sherman Anti-Trust Act, by making fair trade agreements binding on all manufacturers, regardless of whether they signed them.

New Way Found to Extract Oil from Cottonseed with Solvent

A new process for solvent-extracting oil from cottonseed and other oilseeds has been developed on a pilot-plant scale at its Southern Regional Research Laboratory.

Manufacturer Recalls Eye-Damaging Shampoo

A Chicago color shampoo manufacturer and its distributor have requested all jobbers, beauty shops and retailers to return their stocks

of the product. The action was taken following reports of injuries to a number of users of the shampoo, and upon advice by the F.D.A. that the product caused severe injuries to the eyes of test animals. Examination disclosed that 10 of the 12 shades of the product contained a high percentage of a non-ionic detergent, a wetting agent, and a para dye.

Older Women An Undeveloped Market, Speakers Agree

Aging women represent an unrealized market for cosmetics, a number of speakers at the recent cosmetics division luncheon of Fashion Group, Inc. agreed.

One speaker, Alice Mathews, cosmetic buyer for Mandel Bros., Chicago department store, saw a need



Four of this Lehn & Fink 1912 baseball team are still running the bases in the industry. Standing, second from left, is J. J. Reiner; at the far right is Joseph Gilbert, both with Lehn & Fink today. Seated, left, is Ed Daunenheimer, Van Ameringen Haebler, and at far right, Chester Ryan, Seamless Rubber Co.

Growing Size of DCAT Annual Dinner a Matter of Concern

The capacity of the Waldorf Astoria hotel was taxed on the evening of March 6 when over 2,400 members of the Drug, Chemical and Allied Trades Section of the New York Board of Trade gathered for the 26th annual dinner. Gov. T. R. McKeldin of Maryland was the speaker.

Numerous companies invited friends to private rooms before and after the dinner. Charles M. Macauley, chairman, presided.

The affair was arranged and managed with skill; but the feeling was expressed by numerous guests that the affair is becoming too large and for that reason is getting away from its original purpose. It was pointed out that if each guest were contacted for only half a minute it would take over 19 hours to chat with all of them.

for simplified beauty preparations which can be quickly applied, clear-cut selling points, and sound advice from sympathetic sales personnel. The customer over 40, who wants to restore a youthful appearance, is ideal because price is no factor and because she will be consistent in her use of the preparations purchased, Miss Mathews asserted.

Dr. Martin Gumpert, author and lecturer on geriatrics, attacking current advertising practices, stated that the 13,000,000 consumers over 65 won't buy youth, but may be sold health, comfort, and an Indian Summer.

Price of 83-Year Old Cashmere Bouquet Soap Cut to New Low

Cashmere Bouquet, 83-year old soap product of Colgate-Palmolive-Peet Co., has been reduced to the lowest price in its history.

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Founded in the glamorous period preceding the French Revolution, the House of Antoine Chiris has, since 1768, stood for high quality standards in the Essential Oil and Aromatic Industries.

Its exclusive occupation since its inception is producing of Essential Oils, Floral Absolutes and Aromatic Specialties—from materials garnered the wide world over, many grown on Chiris' own plantations.

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In each city there is a Chiris organization pooling all the experience and technical resources of nearly 200 years of activity in the world's Essential Oil and Aromatic Industries.

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COTY



Coty Presents Medals to Old-Time Employees

Coty, Inc. honored 41 men and women with 25 years' service and 28 employees who have been with the company 15 years at a recent party attended by all the employees and members of the board of directors at the Hotel Astor, New York, N. Y.

Grover A. Whalen, chairman of the board, presented those with 25 years of service with a gold medal, and a similar silver medal to those with 15 years. The presentation was followed by a reception and a dance. The ceremony was the company's second of its kind.

Proposed New Regulations for Coal Tar Hair Dyes

Hearings will be scheduled shortly on the proposal of the Federal Security Agency to revoke Sec. 1.200 of Part I Regulations for the enforcement of the federal food, drug and cosmetic act and a new Sec. 1.200 be substituted. The proposed new clause reads as follows:

1.200 *Cosmetic; coal-tar hair dye defined.* The term "coal-tar hair dye" means an article intended for use solely for altering the color of the hair, and which contains a coal tar color but does not contain any other poisonous or deleterious sub-

Coty party honors 69 old-time employees

stance. It does not include a color shampoo or any other article composed wholly or in part of a coal-tar color the use of which under the conditions of use prescribed in the labeling thereof or under such conditions of use as are customary or usual, may bring either coal-tar color or any other poisonous or deleterious substance into contact with "the area of the eye" as defined in 21 CFR 135.1 (p), whereby it may be injurious to the user.

Interested persons are invited to submit written comments with respect to this proposed order to the Hearing Clerk, Federal Security Agency, Room 5440, Federal Security Building, Fourth Street and Independence Avenue SW, Washington 25, D. C. by March 25.

N.P.A. Expects to Remove Polyethylene Controls

Polyethylene controls may be removed by the end of the third quarter, the N.P.A. announces. Plant expansion is expected to bring a 50 percent increase in supplies in the third quarter over that of 1951.

N.P.A. is studying the causes of the shortage in coating resins for containers, which tightens the supply situation.

New York BIMS Schedules 1952 Golf Tournaments

The 1952 golf tournament of the BIMS of New York will consist of four events, with the time and location to be as follows: June 24, The Knolls, N. J.; July 22, Winged Foot, N. Y.; August 19, Nassau, L. I.; September 30, Pelham, N. Y.

New Group Buys Theodore W. Foster & Bro., Co., Inc.

A new corporation, Esco-Foster Inc., has purchased the business of Theodore W. Foster & Bro., Co., Inc., Providence, R. I., which since 1890 has been manufacturing brass and aluminum metal specialties. The president and treasurer is Steven J. Clark, who is also president and treasurer of the Eyelet Specialty Co. Mr. Clark stated that the principal operating personnel of Theodore W. Foster & Bro., Co., Inc. will be retained and that the manufacturing plant will be modernized in order to avail itself of all money-saving and quality-producing machinery.

Paul E. Roehrich and Eugene J. Moore have been appointed Eastern sales representatives. Their offices are at 251 Fourth Avenue, New York 10, N. Y.

J. R. Maxwell Elected Vanilla Bean Assn. President for 1952

J. R. Maxwell, of Camax Co., Philadelphia, was elected 1952 president of the Vanilla Bean Assn. of America at its recent annual meeting in the Gramerey Park hotel, New York. He succeeds retiring president James Schmidt of Dodge & Olcott, Inc., New York. Charles Homan, D&O, was elected vice-president, J. Manheimer of J. Manheimer Co., Philadelphia, was elected treasurer.



J. R. Maxwell

The following were elected directors for an one-year term: E. S. Buckley, Thurston & Braidich; W.

H. Triest, Zink & Triest; and H. Solomon, F. Huber Co.

Commercial Chemical Development Assn. Meets March 20

The Commercial Chemical Development Assn. composed of men who work in the period between the test tube and the tank car, will meet at the Statler Hotel, New York, N. Y. March 20. All interested in shortening the time between discovery and use of chemical materials are invited to attend.

Dr. Yves-Rene Naves to Receive Fritzsche Award for 1952

Dr. Yves-René Naves, research associate of L. Givaudan & Cie., S. A., Vernier-Geneva, Switzerland, will attend the 121st national meeting of the American Chemical Society in Buffalo, where he will be presented the Fritzsche Award for 1952. He will give a paper entitled, "Optical Methods and Terpene Molecular Structures," before the Division of Organic Chemistry of the A.C.S.

In New York, Dr. Naves is also scheduled to deliver a lecture before a joint meeting of the American Section of the Société de Chi-

mie Industrielle and the French Engineers in the U.S. This lecture, which will be given in French, is entitled, "L'Influence du Chimiste sur l'Evolution des Industries de Matières de Parfumerie." The



Dr. Yves-Rene Naves

meeting will be held on March 20, at 5:45 pm, at the Cultural Services Building of the French Embassy, 934 Fifth Avenue, and will be followed by a reception. The industry is cordially invited to attend.



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The American Perfumer

W. Kyle Sheffield Celebrating 44th Year in Tube Industry

Washington Kyle Sheffield, reputed to be the first man to sell the idea of putting cosmetics in collapsible metal tubes is celebrating his 44th year in the industry.

During the past 44 years Mr. Sheffield has watched the business



W. Kyle Sheffield

grow to its present stature of serving the cosmetic, drug and other industries in the packaging of thousands of successful products.

It was in 1908 that Kyle Sheffield, shortly after graduation in chemistry and metallurgy from Yale University took his revolutionary new idea for selling cosmetics to the late Mr. V. C. Gaggett of Daggett & Ramsdell. From this beginning thereafter more and more cosmetics found their way into collapsible tubes.

Actually his father, Dr. L. Tracy Sheffield, shares honors with Kyle. It was Dr. Sheffield who first put tooth paste into collapsible metal tubes. That was in 1892. (The tooth paste was originated by his grandfather, Dr. W. W. Sheffield in 1850 and was first introduced to the world in jars under the name of Dr. Sheffield's Creme Dentifrice.)

With a thriving business in metal collapsible tubes established, Dr. L. T. Sheffield sent his two sons, L. Tracy and W. Kyle to Yale. Both joined the company after graduating in the classes of 1906 and 1908 respectively. In 1911 the business was incorporated as the New England Collapsible Tube Co. Later the name was changed to The Sheffield Tube Corp. with his brother holding the office of president and treasurer he is executive vice president and secretary.

During his long experience Mr. Sheffield has sold millions of collapsible tubes to the cosmetic and other package industries. He has

watched orders for a firm grow from a cautious gross to an authoritative million. In working with manufacturers he has participated in launching numerous products which won signal success when packaged in tubes.

When Mr. Sheffield is not working he may be attending a board of directors meeting in New London, Conn. where he is vice president of the Union Bank & Trust Co., the oldest bank in the state, established in 1792. In addition he is a member of the Thames Club in New London, Graduate Club of New Haven, Advertising Club of New York, Yale Club, Racquet and Tennis Club, all of New York; and he is also a member of the American Chemical Society, the Society of Cosmetic Chemists and the American Institute of Banking. His hobby to the delight of his friends, is music. He plays the piano well and composes music. Several of his Yale songs are still on the popular list at the University. His son, Peter Kyle, is associated with the company in Chicago and his nephew, Thomas C. Sheffield, first vice-president, is west coast manager with offices in Los Angeles.

Gus Kass Reviews Hair Coloring in Chicago S.C.C. Chapter Talk

The history and future of "Hair Coloring and Hair Coloring Preparations" was the subject of an illustrated talk by Gus Kass, assistant research director of Helene Curtis Industries, at the March 11 dinner-meeting of the Chicago chapter of the S.C.C.

Allied Drug Co. Moves, Changes Executives

Allied Drug Co., cosmetic wholesale distributors, has moved into new quarters at 442 N. Wells St., Chicago, and has announced a number of changes in executive personnel. Frank Diamond has been appointed director of advertising and sales promotion, Timothy J. Flynn is plant manager, and Stephen Mosny is director of purchasing.

D&O Representatives Attend Western Candy Conference

West coast representatives of Dodge & Olcott, Inc. attended the two-day annual meeting of the Western Candy Conference, March 6-7 in San Francisco. Kenneth Rickard and Frank Murdock, of the Los Angeles and San Francisco sales offices respectively, took part in the conference.

Frank Spitaleri Broadcasts on Perfume Industry

Frank Spitaleri, perfumer for Polak's Frutal Works, Middletown, N. Y. recently broadcasted over station WKIP an interesting talk on the advancement of the perfume



Frank Spitaleri

industry through chemistry. The talk was sponsored by the Mid Hudson Section of the American Chemical Society. In his talk Mr. Spitaleri sketched the history of perfumes, and advancements made by chemists which have made perfume available to everyone.

Procter & Gamble Co. of Canada Opens \$750,000 Office Building

New Canadian headquarters of the Procter & Gamble Co. of Canada, Ltd., were dedicated on February 21 with some 200 Canadian and U.S. government, business and civic leaders in attendance. The \$750,000 office building is located at 1320 Yonge Street, Toronto, Ontario.

BIMS of Boston to Hold Three Golf Tournaments in Summer

BIMS of Boston are planning to hold three golf tournaments during the summer, according to Hart Harris, Jr. (S. B. Penick & Co.), chairman of the executive committee.

At the recent Winter Party, over 50 guests participated in bowling, badminton and card playing.

Prize winners were Richard W. Swanson (Raffi & Swanson, Inc.), Wilmer T. Starkey (Chas. Pfizer & Co.), E. D. Bement (B B Chemical Co.), W. E. Drown (Monsanto Chemical Co.), C. E. Slye and G. E. Nealand (MIT).

Oregon Essential Oil Growers League Gets Hope on Mint Rust

About 400 growers of plants for producing essential oils attended the recent third annual meeting of the Oregon Essential Oil Growers League on the college campus at Corvallis, Ore. Many visiting growers from the state of Washington also attended the meeting.

Featured speaker during the two-day meeting was Dr. Ernest Guenther, vice-president and technical director of Fritzsche Brothers Inc.

The league's annual banquet was held in the Benton Hotel in Corvallis, Ore. with Al Bauer, farm service director, radio station KPOJ Portland, as toastmaster. Frank McKennon, state department of agriculture division of plant industry chief, was the featured banquet speaker.

A. P. Steenland, plant pathology specialist of Oregon State College, discussed verticillium wilt, a mint disease that was definitely identified and isolated in the state for the first time last year. Steenland is also secretary of the Oregon Essential Growers League. Verticillium wilt is a limiting factor in production of mint oil in the midwest. A. P. Steenland said it had been

positively identified in Oregon last year and he warned growers against moving machinery or roots in and out of affected fields. Last summer's hot and dry weather was ideal for verticillium wilt, Steenland added, and research work to combat it has already been started by the



Leon H. Funke

Oregon State College experiment station.

C. E. Horner of the Oregon State College botany and plant pathology department told members of the league that there is a new hope today in the fight against mint rust, a peppermint disease and that a chemical treatment on mint fields during the yellow spore stage worked well last year. Although

treatment with the contact spray thinned some poor stands, good, thick mint stands came back without apparent damage. However, spraying did cause maturity of the mint to be postponed from two to three weeks. The spray material used by Horner was a mixture of two chemicals applied in water.

From his observations Horner said peppermint rust was most serious last year in the lower Columbia River area. It was not so much of a problem in the Willamette Valley although rust was present in some degree in virtually every field.

Dr. Ernest Guenther was a week end guest of Leon H. Funke, Eugene, Ore. and while there visited the Sea Lion Caves on the Oregon coast and also visited radio station KPOJ in Portland, the station better known by Oregonians as the Journal station, where Dr. Guenther and Mr. Funke made a broadcast on essential oils in the Far West. Mr. Funke is one of the board members of the Oregon Essential Oil Growers League and is a producer and dealer of essential oils principally dillweed and peppermint oil in the Far West.

Julian W. Lyon, New York, represents Mr. Funke in the essential oil market.

PLYMOUTH CRYSTAL "E" WHITE OIL

This oil has been the standard for many of America's very oldest cream manufacturers since their origin. It is water-white and crystal-pure . . . odorless and tasteless . . . of U. S. P. Acid Test and free of fluorescence . . . especially refined for the cosmetic industry and as pure as a mineral oil can be made. Because of its extra lightness you should specify it for the soft, light, fluffy creams demanded today.

Other mineral oils of heavier body if desired.

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All Petrolatums are refined and straight filtered from Pennsylvania Crude. None are acid treated and all are long fiber and of U. S. P. grades.

Both soft, low melting point consistencies and pharmaceutical grades . . . as well as the regular grades for the drug and cosmetic industry. All grades are offered from Snow White to Amber.

Tri-City Golf Meet of Michigan Chemical Group Set for July 16

The annual Tri-City Golf Meet and Dinner-Dance of The Chemical and Allied Industries Assn. of Michigan will be July 16 held in Chicago. The event will be preceded by a cocktail party on the preceding evening at the Conrad Hilton hotel.

Pond's Extract Co. Appoints Two Field Managers

Pond's Extract Co. has appointed Sam Young and Rufus Hulsey as field managers.



Rufus Hulsey

Mr. Young, who has been manager of syndicate sales since 1950, will have jurisdiction over an area

extending westward from Philadelphia and New York to Chicago, Kansas City and Minneapolis. Mr.



Sam Young

Hulsey, manager of tissue sales since 1951, will cover New England, the South, Southeastern and Southwestern territories, and half of metropolitan New York.

Household Soap Advertising Increased 26 Percent in 1951

Household soap advertising increased 26 percent, largely due to network television advertising, P. J. Stomberg, vice-president, A. C. Nielsen Co., informed the 25th convention of the Assn. of American Soap & Glycerine Producers.

N.Y. Court Rules on Part-Time Jobs, Unemployment Insurance

A person loses his rights to unemployment insurance when he refuses a suitable part-time job solely because he wants full-time work, the Appellate Division of the New York State Supreme Court has ruled.

Among Our Friends

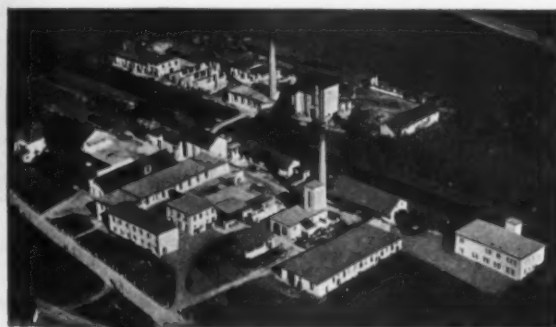
HENRY J. BASHWINER has been appointed sales representative for D. W. Hutchinson & Co.

JERRY SHERMAN, of Mary Sherman Inc., a son of Mr. Sherman, has been appointed Chicago representative for the firm.

WALTER FRETZ, who had been associated with Dodge & Olcott Inc. since 1939 died March 5 at the age of 62 years.

LESLIE S. DORSEY, former Hudnut display director, has opened his own office as design consultant in New York, N. Y.

PETER FINK, Lucien Lelong art director, is on a two month's trip to Spain and Italy and the main offices in Paris.



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SOFT DRINKS,
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TOILET SOAPS
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DUBENDORF-ZURICH
Switzerland

DR. ERNEST GUENTHER, vice-president and technical director of Fritzsche Brothers, Inc. has returned from a trip to Oregon and Los Angeles. In Oregon he gave three illustrated lectures at the meeting of the Oregon Essential Oil Growers League at Oregon State College in Corvallis, Oregon and, accompanied by JOHN BRICKNER of the San Francisco office, studied the peppermint oil situation. In Los Angeles he visited, with representative STANLEY CROUCH, a number of customers. He also addressed the California Cosmetic Assn. at its 1952 Annual Installation Dinner. He is now supervising final details for the sixth and last volume of "The Essential Oils," due for publication this spring.

J. A. DANILEK, Chess president, left March 5 for a month's trip through the southern territory, Texas, Denver, and Los Angeles. MRS. BEVERLY C. STIANSEN, vice-president in charge of sales, is on a six weeks' trip through the Midwest and Western territories. BLANCHE EVANS, general manager of Mary Chess, Ltd., London, England, flew to New York on Feb-

ruary 16 for a month's visit with the parent company. She stayed with MRS. FRANCES C. HOLLIS, executive vice-president. Both spent a weekend with MRS. AVERY BORNINSON, chairman of the board.

CHARLES ROOT CAVALLI has been appointed advertising sales representative of Mademoiselle in charge of the magazine's cosmetics account.

EDWARD PLAUT, president of Lehn & Fink Products, Corp., is chairman of the cosmetics division for Cancer Crusade for the second consecutive year.

CHARLES S. FITZSIMMONS has been appointed president and treasurer of Orbis Products Corp., New York, N. Y. C. T. PALAGONIA has been appointed sales manager of the firm.

DR. ROBERT P. FISCHER will be the 1952 recipient of the Lascoff award which will be presented at the annual convention of the American College of Apothecaries in Philadelphia in August.

MISS ROBERTA REEL, Rubinstein Latin-American representative, is on a tour through 14 Central and South American countries,



Miss Roberta Reel

where she is holding demonstrations for sales staffs and representatives.

JACK MOHR has joined Lenthier, Inc. as vice president in charge of advertising and merchandising.

WILLIAM J. WILEY has been elected financial vice-president and to the board of directors of Atlas Powder Co.



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VEEGUM maintains complete and permanent suspensions at lower viscosities than organic gums, or suspends more efficiently at equal viscosities. VEEGUM is easily dispersed in hot or cold water. It provides free flowing suspensions, and smoother creams and lotions.

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VEEGUM is non-toxic, non-irritating, and inorganic. It is highly purified Colloidal Magnesium Aluminum Silicate. Use VEEGUM for improved suspension, emulsification, and thickening.

Our expanded plant is now supplying VEEGUM to meet the steadily increasing demands of the cosmetic industry. May we serve you and your product? Write today for the complete VEEGUM Story.

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☐ Please send sample of Veegum

NAME

POSITION

(Please attach to, or write on, your company letterhead)

HUGO L. BELL has been elected president of Bourjois, Inc. and Barbara Gould, Inc. Mr. Bell was formerly executive vice-presi-



Hugo L. Bell

dent and general manager. In this capacity he successfully reorganized the sales and production departments and helped revitalize the entire organization. Prior to his association with Bourjois, Mr. Bell was vice-president and a director of Lehn & Fink Products Corp. for over twenty years.

WILLA FREDERIC, former director of the Prince Matchabelli Crown Room, will contribute a monthly beauty report column for

Park East, New York magazine, beginning with the May issue. HILDA HOBBS recently resigned as beauty editor.

NORMA CRAIG has joined the Woman's Home Companion as Assistant Good Looks Editor.

DR. FOSTER D. SNELL has been elected president of the International Fat and Oil Commission of the Union of Pure and Applied Chemistry. The next meeting of the Union will be in 1953 in Sweden.



Richard J. Ritchie

RICHARD J. RITCHIE, formerly of Pepsi-Cola Co., has joined Riches-Nelson, Inc.

PHILIP CORTNEY, Coty president, is a new director of the National Assn. of Manufacturers.

DR. HASTINGS HAROLD HUTCHINS, son of Harold Hutchins, publisher of the *Drug & Cosmetic Newsletter*, has joined the Merck research department.

DR. FRED J. EMMERICH, president of Allied Chemical & Dye Corp., New York, N. Y., has been awarded the 1952 Gold Medal of The American Institute of Chemists. The presentation will take place during the 29th annual meeting of the institute on May 7 and 8 at the Hotel Commodore, New York, N. Y.

Obituary

Gordon Smith

Gordon Smith, president of Seeley & Co., Inc., died January 15 following illness. His son, Charles B. Smith, will assume general management of the concern.

Jean Grimault

Jean Grimault, 51, a Bymart-Tintair director, died February 14 in his home at Norwalk, Conn.

Look for the cover ad on **WIRE** tubes in next month's...



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Resinoid OPOPONAX
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Resinoid ORRIS
Resinoid BALSAM PERU
Resinoid BALSAM TOLU
Resinoid MYRRH
Resinoid MASTIC
Resinoid MACE
Resinoid CASTOREUM
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Market Report

Raw Material Prices Keep Falling

THE general price trend in raw materials continued downward over the past month. Natural refined glycerin prices were reduced for the second time this year. This was followed by a reduction in synthetic glycerin. Menthol hit a new low level for over a year. While a few firm spots existed in essential oils the general list of oil prices moved in favor of buyers.

The late reduction in natural glycerin amounted to $5\frac{1}{4}$ cents, bringing prices down $15\frac{1}{4}$ cents below ceiling levels. The previous reduction in the prices for natural glycerin was on January 10. Immediately following the late reduction in natural material, prices for synthetic glycerin were adjusted to meet the competitive conditions. The reduction in synthetic material was the first since it became readily available in the open market about six months ago.

Major refiners attributed the downward trend to an extended period of inactivity as well as more favorable crude material costs. The new and lower prices are believed to be down to a level where many consumers will use more material especially in cases where substitutes were previously used. The declines that have been taking place in glycerin were regarded by some as highly significant however, in the absence of any sizeable receipts of crude material from the Argentine. Output of Argentine crude glycerin, estimated at the rate of about 300 tons a month, has been going to Europe whereas at one time large quantities were purchased here by domestic refiners.

Further declines in Brazilian menthol brought the market down to almost half of what it was about a year ago. Some trade observers are of the opinion that the price of Brazilian menthol will decline to \$6 a pound before the market steadies. Both the Chinese and Japanese varieties show considerable resistance to the downward trend

in the Brazilian variety but more favorable raw material costs are enabling makers of synthetic material to meet competitive conditions and it is quite possible that the highly competitive situation will force future prices for Japanese menthol to lower levels. The resistance displayed in the prices for Chinese or Japanese material is attributed to dwindling supplies here and the fact that some consumers prefer the Far Eastern types of menthol to synthetic, racemic, or the Brazilian varieties.

Industrial Alcohol Weak

A soft tone continued to prevail in the industrial alcohol market. Demand was reported as spotty and the general outlook continues to favor an increasing supply of lower priced synthetic material upon the market. Producers of fermentation alcohol have been resisting the high price of 20 cents a gallon for new crop Cuban molasses. Producers maintain that, because of general conditions existing in the alcohol market, they cannot afford to pay more than 14 to 16 cents a gallon for Cuban molasses.

The weakness in citronella, lemongrass and several other essential oils served to have a further softening effect upon prices for a number of aromatic chemicals. Moreover the demand for aromatics was not very brisk. Individual purchases were confined to small lots of a fill-in character according to chemical producers.

There were a few firm spots in the essential group. They included clove, lemon, bergamot, grapefruit and spearmint oils. The clove oil market was in an unusually strong position. In fact some distillers were forced to withdraw offerings because of the ridiculously high prices quoted for clove spice.

Rosin prices were lower despite the fact that major suppliers believed that the market had reached

the bottom at the close of January. The major reason for the downward trend in prices could be traced to an absence of export sales and a conservative buying program followed by most domestic consumers. Normally the paler grades of gum rosin should be higher in price because of reduced supplies, but the reduced stocks seemed more than ample to take care of the limited requirements of both exporters and domestic consumers.

While stearic acid and red oil turned firmer toward the close of the period under review, the prices were still below the levels in force earlier in the year due to a series of reductions. A better export demand served to strengthen the situation in tallow but there was considerable speculation in trade circles as to whether the improved demand would continue for any length of time.

The price trend in some of the vegetable waxes proved highly significant in the face of the firm shipping prices quoted in primary markets. This was particularly true in the case of carnauba wax. Consumer demand in the local market was generally limited throughout the period under review and increased selling pressure brought about several reductions in spot prices. The second cutting of the new crop of wax was well underway in Brazil but there were no details as to the size of the new crop. However the size of the carnauba wax crop has failed to vary to any great extent in recent years.

Despite reports of price shading by importers of tartaric acid, domestic acid makers were not having any difficulty in obtaining full prices for their material. High crude costs have served to have a strong influence upon the domestic market for tartaric acid. Ample quantities of citric acid are available. With seasonal influences at work demands should become more pressing in the weeks ahead.



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PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

All prices per lb. unless otherwise specified.

Almond Bit, FPA per lb.	3.25@	4.25	Java	1.10@	1.25	Petale, extra NF	155.00@	180.00
Sweet True58@	.85	Java type70@	1.00	Nutmeg, East Indian	4.35@	5.50
Apricot Kernel45@	.65	Cloves, Zanzibar	4.75@	5.00	Ocotea Cymbarum80@	1.00
Amyris	1.65@	2.25	Madagascar	4.90@	5.10	Olibanum	5.75@	7.50
Angelica Root	135.00@	170.00	Copaiba	2.50@	3.00	Opopanax	45.00@	48.00
Anise, U.S.P.	1.65@	2.00	Coriander	24.00@	28.00	Orange, Florida	2.00@	2.35
Aspic (spike) Span	2.00@	2.75	Croton	4.85@	5.40	Brazilian	1.50	Nom'l
Avocado	1.00@	1.10	Cumin	5.15@	7.00	Calif., exp.	1.70@	2.75
Bay	1.65@	2.10	Dill—			Distilled	1.10@	
Bergamot	16.50	Nom'l	Weed	4.00@	4.50	Origanum, rectified	2.25@	3.00
Artificial	3.25@	4.25	Seed	6.25@	6.85	Oris Root, abs. (oz.)	65.00@	70.00
Birchtar, crude	1.25@	1.35	Erigeron	6.50@	7.00	Artificial	36.00	Nom'l
Birchtar, rectified	2.90@	3.50	Eucalyptus 80-85%	1.30@	1.55	Patchouli	8.00@	12.00
Boise de Rose	4.20@	.60	70-75%	1.00@	1.50	Pennyroyal, Amer.	4.10	Nom'l
Cajeput U.S.P.	2.15@	2.50	Fennel, Sweet	2.40@	3.20	European	3.25@	4.60
Cajeput (technical)	1.95@	2.50	Garlic (oz.)	6.50@	7.00	Peppermint natural	7.00@	7.35
Calamus	20.00@	25.00	Grapefruit	2.20@	2.50	Redistilled	7.50@	7.80
Camphor "White"28@	.50	Geranium, Rose, Algerian	16.50@	25.00	Petitgrain	3.15@	3.75
Cananga, native	9.85@	11.25	Bourbon	13.50@	22.00	Pimento, Berry	4.60@	5.50
Rectified	12.35@	13.25	Turkish	7.00@	7.75	Leaf	2.55@	3.00
Caraway	4.05@	5.10	Ginger	19.25@	22.00	Pinus Sylvestris	2.85@	3.00
Cardamon	55.00@	65.00	Guaiac (Wood)	1.75@	2.00	Pumilio	3.25@	3.50
Cascarillo	40.00@	48.00	Hemlock	2.25@	2.80	Rose, Bulgaria (oz.)	42.25@	58.00
Cassia, rectified, U.S.P.	5.00@	5.75	Juniper Berry	2.75@	3.60	Synthetic, lb.	26.00@	32.00
Cedar leaf U.S.P.	2.35@	3.50	Laurel leaf	10.00@	12.00	Rosemary, Spanish75@	1.25
Cedar Wood55@	.70	Lavandin	3.25@	4.50	Sage, Spanish	1.00@	1.85
Celery	16.50@	20.00	Lavender, French 40-42%	6.35@	8.00	Sage, Dalmatian	10.50@	13.00
Chamomile Hungarian	225.00@	325.00	Lemon, Calif.	5.75@	6.00	Sandalwood, N. F.	10.50@	11.75
Cinnamon oil, Bark	35.00@	50.00	Italian	4.50@	8.65	Sassafras—		
Leaf	2.25@	3.10	Lemongrass	1.60@	2.50	Artificial75@	1.00
Citronella, Ceylon80@	1.35	Limes, distilled	7.60@	9.25	Snake root	31.00@	35.00
			Expressed	7.75@	10.00	Spearmint	7.75@	8.25
			Linaloe wood	4.50@	4.80	Spruce	2.25@	2.75
			Lovage (oz.)	10.00@	12.00	Sweet birch Southern	2.25@	3.00
			Mace	4.45@	6.00	Northern	4.95@	8.00
			Marjoram	4.35@	4.60	Tansy	8.60@	9.00
			Neroli, Bigarde P.	85.00@	95.00	Thyme, red	1.95@	3.00

Let Bush compounds

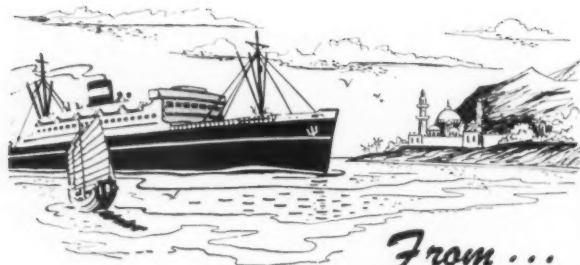
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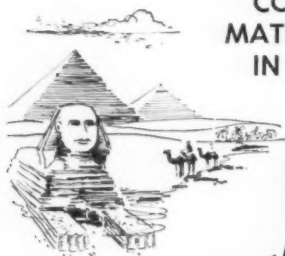
19 West 44TH STREET, NEW YORK 36, N. Y.

• Murray Hill 7-5712

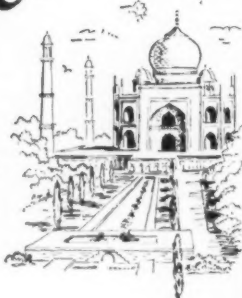


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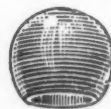
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Vetivert—		
Bourbon	23.00@	27.50
Haitian	22.00@	25.00
Java	35.00@	38.00
Wintergreen, Southern	3.35@	15.00
Northern	6.00@	13.50
Wormseed	7.50@	8.00
Wormwood	6.35@	7.00
Ylang Ylang, Bourbon	18.50@	25.00
Haitian	12.85	Nom'l

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Bay	2.70@	2.90
Bergamot	21.50@	23.00
Grapefruit	35.00@	40.00
Lavender	11.00@	15.00
Lemon	50.00@	52.00
Lime, ex.	80.00@	90.00
Distilled	60.00@	62.00
Orange sweet	135.00@	170.00
Peppermint	15.00@	15.25
Petitgrain	5.50@	6.40
Spearmint	12.75@	15.00

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Acetaldehyde 50%	2.15@	2.50
Acetaphenone	1.60@	1.80
Alcohol C 8	1.95@	2.25
C 9	12.50@	13.00
C 10	2.00@	2.30
C 11	13.60@	14.50
C 12	2.30@	2.65
Aldehyde C 8	9.00@	11.00
C 9	17.10@	17.30
C 10	8.35@	8.60
C 11	18.60@	20.00
C 12	15.60@	16.20
C 14 (Peach so-called)	6.85@	7.50

C 16 (Strawberry so-called)	6.25@	6.70
Amyl Acetate	.60@	.70
Amyl Butyrate	1.00@	1.25
Amylcinnamic Aldehyde	2.20@	2.40
Amyl Formate	1.00@	1.25
Amyl Phenylacetate	3.75@	4.10
Amyl Propionate	1.25@	1.60
Amyl Salicylate	.80@	.95
Amyl Valerinate	2.00@	2.35
Anethol	1.30@	1.60
Anisic Aldehyde	2.50@	2.90
Anisyl Acetate	6.00@	6.75
Benzyl Acetate	.75@	.85
Benzyl Alcohol	.78@	.85
Benzyl Butyrate	1.75@	2.00
Benzyl Cinnamate	3.30@	3.60
Benzyl Formate	2.00@	2.30
Benzophenone	1.75@	2.00
Benzyl-Iso-Eugenol	9.60@	10.00
Benzyl Propionate	1.60@	2.20
Benzyl Salicylate	1.90@	2.10
Benzylidene Acetone	2.00@	2.75
Bromstyrol	5.75@	6.35
Butyl Acetate, normal	1.91@	2.01
Cinnamic Alcohol	2.40@	3.50
Cinnamic Aldehyde	1.25@	1.40
Cinnamyl Acetate	3.75@	4.50
Citral, C. P.	5.50@	7.85
Citronellol	2.65@	3.25
Citronellyl Acetate	4.00@	4.60
Citronellyl Butyrate	5.70@	6.35
Coumarin	2.95@	3.50
Cuminic Aldehyde	6.00	Nom'l
Diethylphthalate	.50@	.55
Dimethyl Anthranilate	5.75@	6.00
Diphenyl Methane	1.15@	1.30
Diphenyl Oxide	.51@	.55
Ethyl Acetate	.35@	.38
Ethyl Benzoate	.85@	.90
Ethyl Butyrate	.80@	.95
Ethyl Capronate	2.20@	3.15
Ethyl Cinnamate	2.45@	2.80

Ethyl Formate	.70@	.80
Ethyl Propionate	.90@	1.00
Ethyl Salicylate	1.00@	1.50
Ethyl Vanillin	7.30@	7.40
Eucalyptol	2.35@	3.00
Eugenol	3.50@	4.00
Geraniol, dom	1.55@	2.75
Geranyl Acetate	2.25@	3.10
Geranyl Butyrate	5.30@	6.10
Geranyl Formate	5.50@	6.25
Guaiac Wood Acetate	4.65@	5.00
Heliotropin, dom	3.50@	3.90
Hydrotropic Aldehyde	6.30@	6.85
Hydroxycitronellal	8.00@	8.90
Indol, C. P.	19.50@	21.00
Iso-borneol	1.65@	1.80
Iso-butyl Acetate	.85@	1.50
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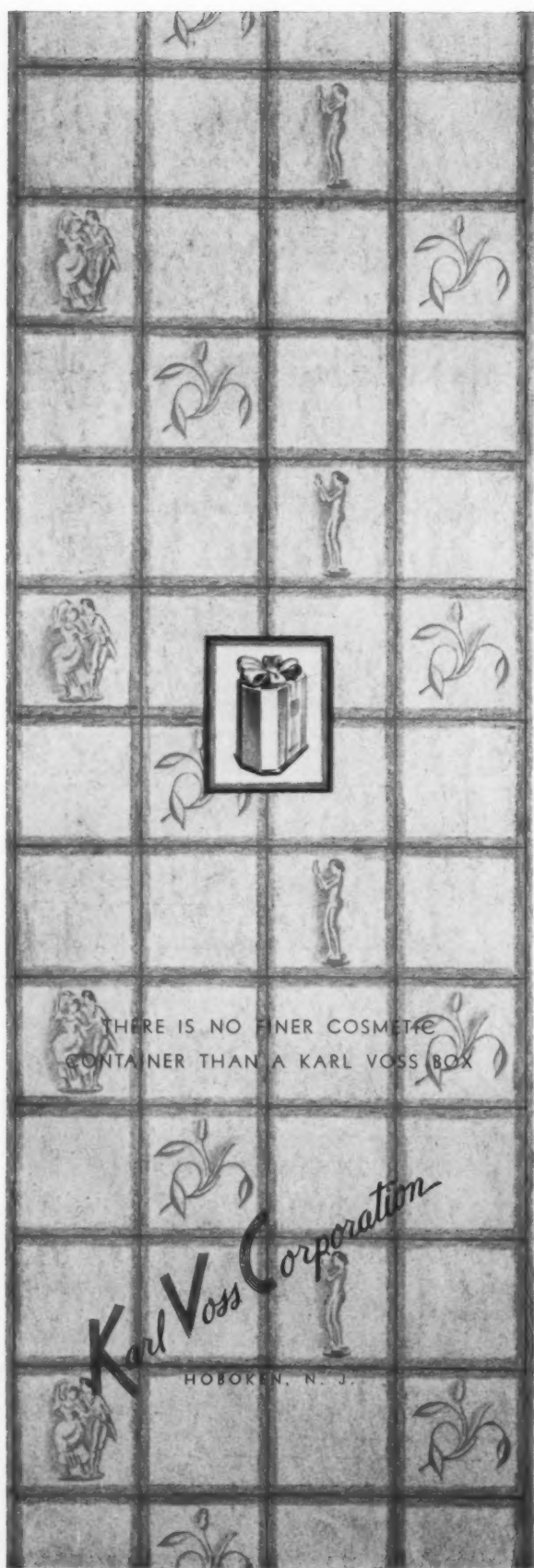
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(guaiacol) .	3.00@	3.25
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Yellow, refined .	.71@	.78
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Boric Acid, U. S. P., ton	129.00@	133.50

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Phosphate, tri-basic .	.06¾@	.07½
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Castoreum, nat., cans .	7.10@	15.00
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gal. .	1.25	Nom'l
Citric Acid .	28½@	.29½
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Soap lye, crude .	.21@	.22
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Sumatra .	.80@	.95
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Henna, pwd. .	.05@	.07
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Labdanum .	.34@	.35
Lanolin, hydrous .	.36@	.38
Anhydrous .	.11¼@	.14
Magnesium, carbonate .	.38@	.42
Stearate .	40.00@	50.00
Musk, ounce .	.20@	.25
Olibanum, tears .	.16@	.18
Siftings .	1.75@	2.25
Orange Flower Water,		
gal. .	.20@	.26
Orris Root, Italian .	.06¾@	.07½
Paraffin .	.03¾@	.05
Peroxide (hydrogen U. S. P.)	.06¾@	.08¾
bbbs. .	.85@	1.50
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Hydroxide, 76% solid,		
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mill, tanks .	.13¼@	—
Corn Oil, refined, tanks .	.16¾@	—
Cottonseed, crude tanks .	.12¾@	—
Grease, white .	.06¾@	.06½
Lard, Chicago .	.13¾@	—
Lard, Oil, common,		
No. 1 drums .	.10@	.11
Olive, edible (gal.) .	2.25@	2.50
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Peanut, refined tanks .	.18½@	—
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Double distilled .	.14¾@	.16
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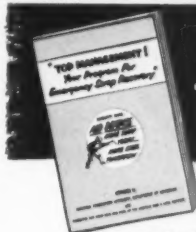
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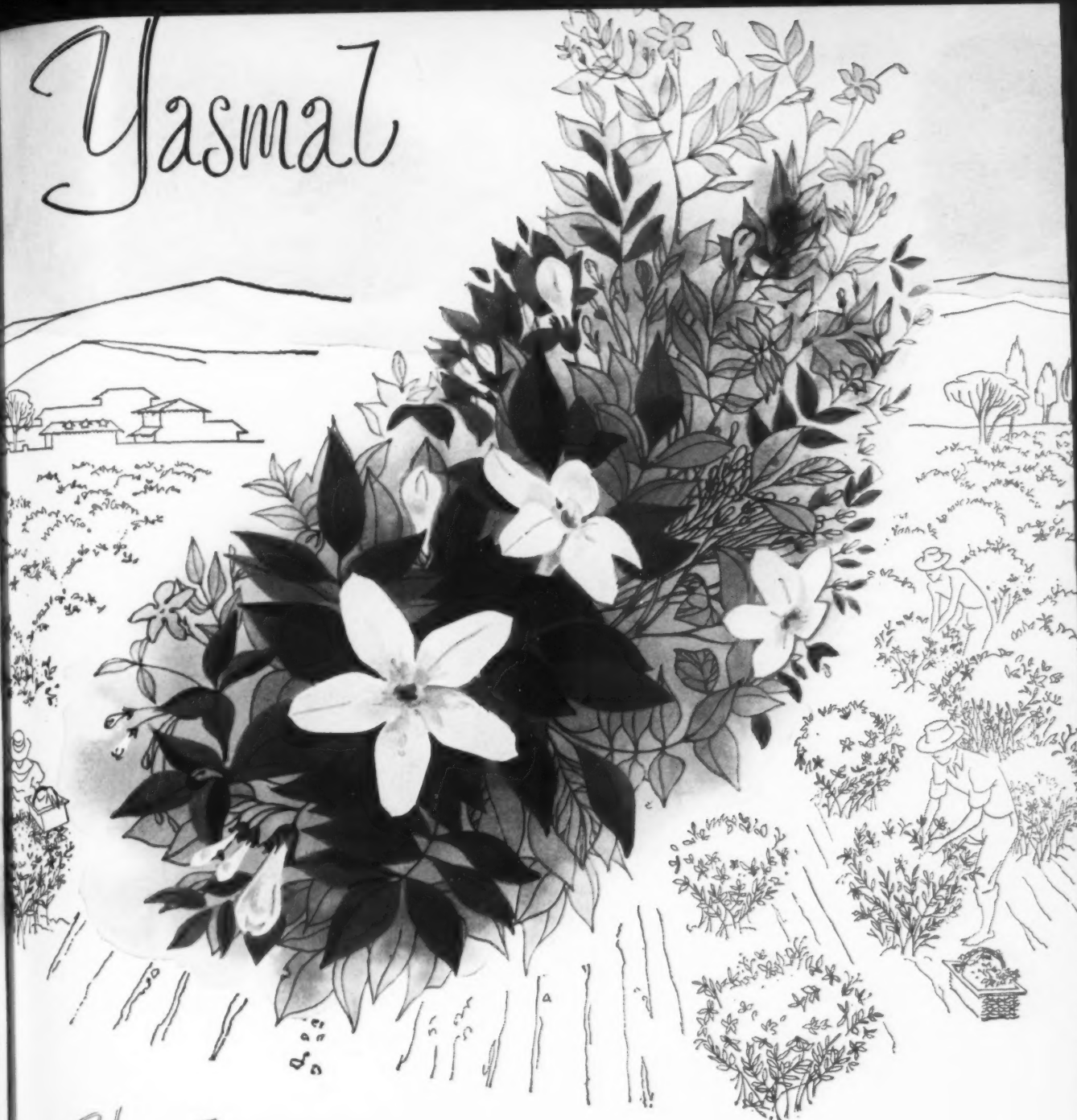
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